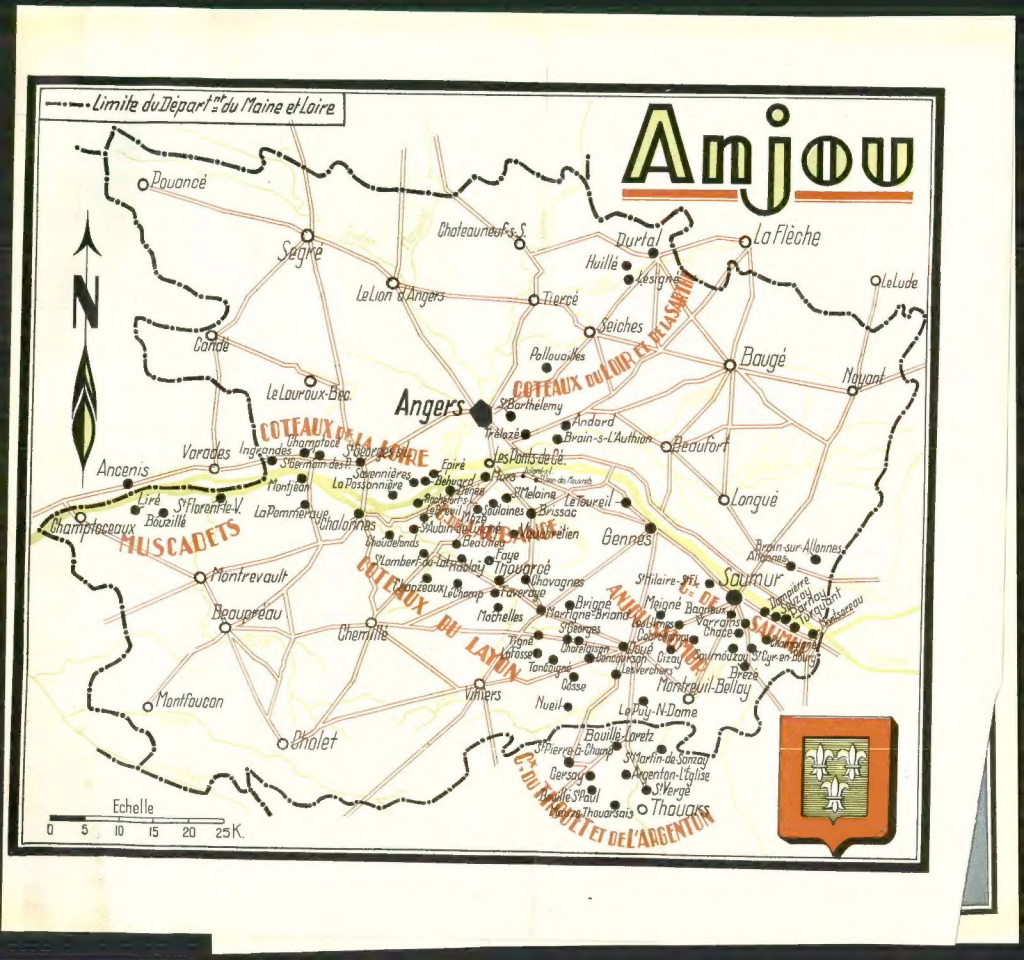

Limite du Départ.t du Maine et Loire
Anjou
N
Echelle
0 5 10 15 20 25K.
Pouancé
Segré
Chateaugneufs.S
Durtal
La Flèche
Huillé
Lésigné
Le Lude
Le Lion d'Angers
Tiercé
Seiches
Candé
Pellouailles
Bauge
Noyant
Le Louroux-Bec
Angers
COTEAUX DU LOIR ET DE LA SARTHE
St Barthelemy
Andard
Brain-s-L'Authion
Beaufort
COTEAUX DE LA LOIRE
Ingrandes
Varades
Ancenis
St Germain des P.
Savennières
La Possonnière
Epiré
Les Ponts de Cé
Monjean
Liré
St Florent le V.
Bouaillé
La Pommeraye
Champtoceaux
Chalonnes
Rochefort s/L.
St Aubin de Luigné
Beaulieu
Genneteil
Longué
Le Thoureil
Brissac
MUSCADETS
Montrevault
Beaupreau
Chemillé
St Lambert du Lattay
Thouarcé
Faye
Chavagnes
Le Champ
Tavernay
Machelles
Brigné
Martigné-Briand
St Georges
Tigné
Charlemagne
Concourson
Tancoigné
Gesse
Vihiers
Nuaillé
Montfaucon
Cholet
St Hilaire-St F.
Saumur
Meigné
Bagneux
Varrains
Chacé
Souzay
Montsoreau
Turquant
Parnay
Dampierre
Brain-sur-Allonnes
Antoigné
Coutures
Gizay
Poulmouzay
St Cyr-en-Bourg
Brezé
Montreuil-Bellay
Le Puy-N-Dame
Bouillé Loretz
St Pierre-à-Champ
St Martin-de Sanzay
Argenton-l'Eglise
Gersay
St Paul
St Vergé
Thouars
C.tés DU THOUET ET DE L'ARGENTON
COTEAUX DU LAYON
ANJOU NOIR
C.tés DE SAUMUR

ANOTHER BULLSEYE!

The Slickest, Neatest TOY OF THE YEAR

The NEW *"Winner"*

MARBLE SHOOTER

Puts new ZIP into an old American Game!

- ★Shoots accurately
- ★Sturdy all plastic construction
- ★Three adjustable shooting speeds
- ★Made in four colors
- ★Shooter boxed with six marbles
- ★A positive best seller

RETAIL

49c

STANDARD DISCOUNTS

NEW YORK TOY FAIR

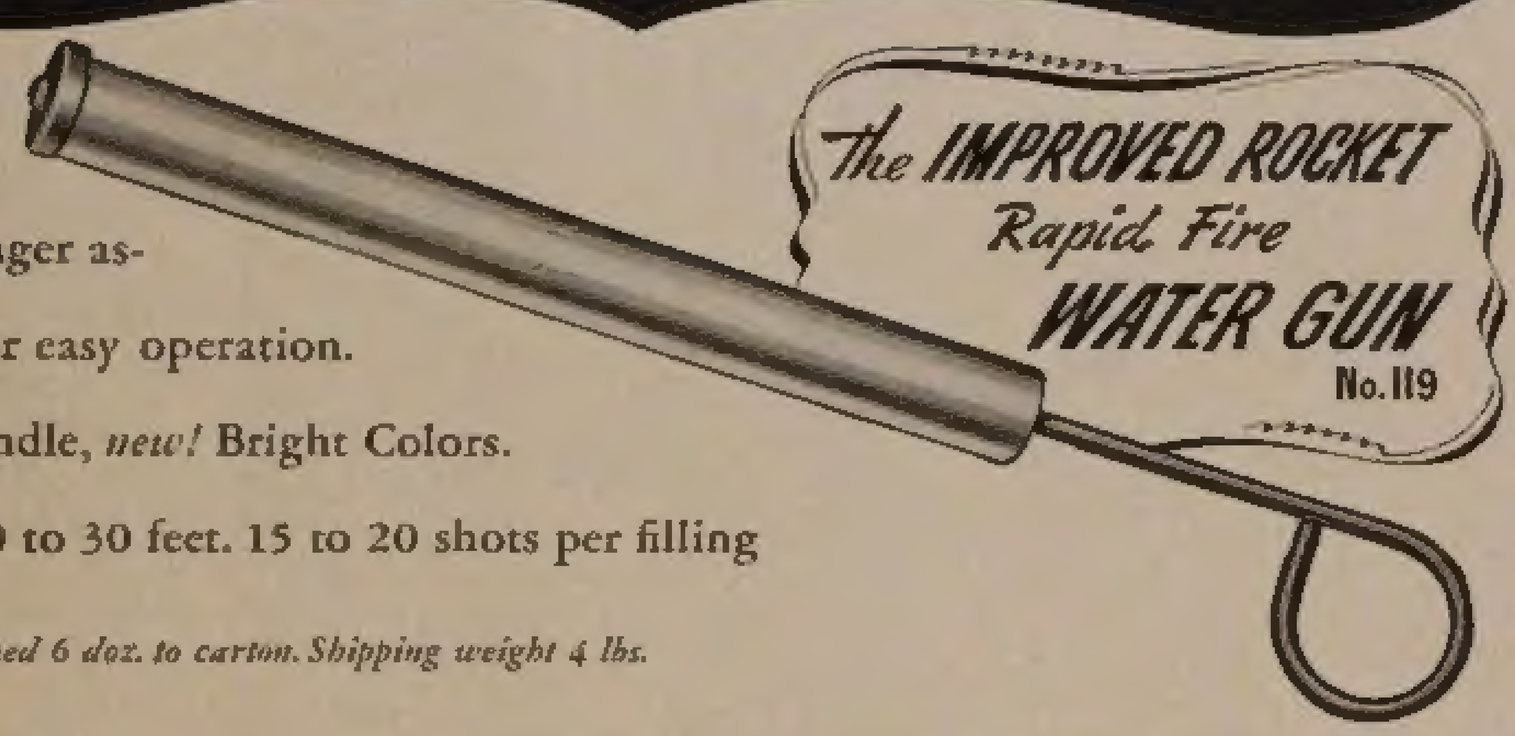
ROOM 1073 • McALPIN HOTEL
MR. GEO. FRANK IN CHARGE

BULL'S EYE by ARROW

ARROW SPECIALTIES

905 SOUTH OLIVE STREET • LOS ANGELES, CALIF.

Fast Selling 10¢ Specialties



New plunger assembly for easy operation.

Metal handle, *new!* Bright Colors.

Shoots 20 to 30 feet. 15 to 20 shots per filling

Packed 6 doz. to carton. Shipping weight 4 lbs.

No. 120
The CALLIOPE SLIDE WHISTLE

Plays real tunes. Rich tone. Bright colors. Packed 6 dozen to carton. Shipping weight 2 lbs.

No. 135
JIVE FLUTE

An appealing musical toy to delight any boy or girl. Attractive colors. Packed 6 dozen to carton. Shipping weight 2 lbs.

Wilson

WILSON PRODUCTS COMPANY

5309 SUPERIOR AVENUE • CLEVELAND 3, OHIO

WE ALSO PRODUCE PLASTIC INFANTS' TOYS, TELEPHONE CORD WRAPS AND OTHER SPECIALTIES

10

TK'79

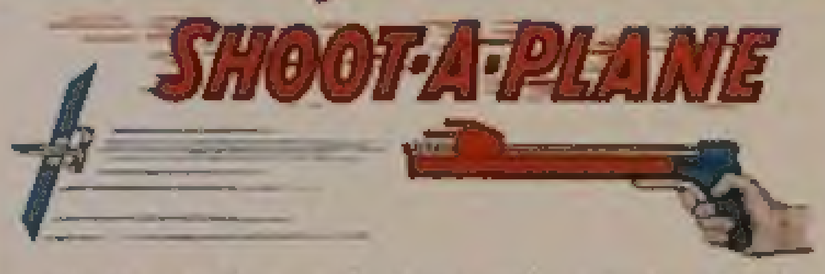
SHOOT-A-PLANE

THRILLING ACTION TOY
THE SURE-QUICK-EASY
BUILDER OF STEADY

SALES

To retail at **$3.00**

See the
SHOOT-A-PLANE
at the
NEW YORK TOY FAIR
ROOM 1107



THE SAFE AVIATION TOY FOR THE AMERICAN GIRL AND BOY

SHOOT-A-PLANE gives the youngster neighborhood leadership. For, this is the great fascinating aviation toy that enables the boy to send beautiful gliders into the air — one right after the other, providing endless fun and thrills.

SHOOT-A-PLANE is an indoor-outdoor all year 'round action toy for girls and boys. Even dad will go for it too. Clever spring tension shuttle mechanism sends the plane zooming into the air by merely touching the releaser.

The SHOOT-A-PLANE is a wonderful 14 inch gun that really has everything. Brightly enameled coloring, beauty, appeal. Each part is carefully machined, backed by precision construction.

Displaying SHOOT-A-PLANE creates immediate desire for ownership on the part of the youngster. It's smart boy equipment for the great toy year of 1947

Each set contains handsome 3-color gun with 2 beautiful aluminum and balsa JET-O-PLANES convertible from outdoor to indoor use — 2 target suction cups, 2 flight points, plus amazing airport target game on inside of cover.

ACT NOW — Immediate Deliveries — Start Selling the New Sensational SHOOT-A-PLANE

JOBBERS — WRITE FOR FULL DETAILS

SALES REPRESENTATIVES

EASTERN—Ralph C. Berkman, 45 Hawthorne St., Brooklyn, N. Y.
MIDWEST—Albert C. Bissel, 325 W. Madison St., Chicago, Ill.
MOUNTAIN STATES—Lindsay Bergstrom Co., Mercantile Bldg., Denver, Colo.

PACKAGED IN A
BEAUTIFUL DISPLAY
BOX 15½"x9½"

MANUFACTURED BY

ABBO-CRAFT CO.

530 S. DEARBORN STREET • CHICAGO 5, ILLINOIS

Announcing
THE SPECTACULAR
JET-O-PLANE
TO RETAIL AT
$1.50
See the
JET-O-PLANE
at the
NEW YORK TOY FAIR
ROOM 1107
JET-O-PLANE
SMART
DISPLAY PACKAGE
SIZE 14" x 8"
MADE IN U.S.A.-PAT. PEND.
HERE'S the MAGIC
SALES BUILDER
FOR 1947
Once a decade, along comes a smart item that has EVERYTHING — APPEAL — OUTSTANDING ORIGINALITY — SAFETY — and above all — THE RIGHT PRICE!
HERE IT IS — the very item YOU AND 1947 have been waiting for — JET-O-PLANE — the new, amazing aviation action toy for youngsters of every age —
The JET-O-PLANE launcher has an ingenious 3-way spring combination making use of a new development which provides a smooth take off for soaring the JET-O-PLANE into the air. Kids go for a toy that puts them into the COMMANDER'S SEAT.
It is the year 'round toy for indoor and outdoor play for boys and girls; even dad will go for it too.
The JET-O-PLANES are of aluminum construction with beautifully colored balsa wings and rubber tips, perfectly balanced, accurately designed for smooth gliding.
ACT NOW — Immediate Deliveries — Start Selling the new Sensational JET-O-PLANE
JOBBERS — WRITE FOR FULL DETAILS
SALES REPRESENTATIVE
EASTERN—Ralph C. Berkman, 45 Hawthorne St., Brooklyn, N. Y.
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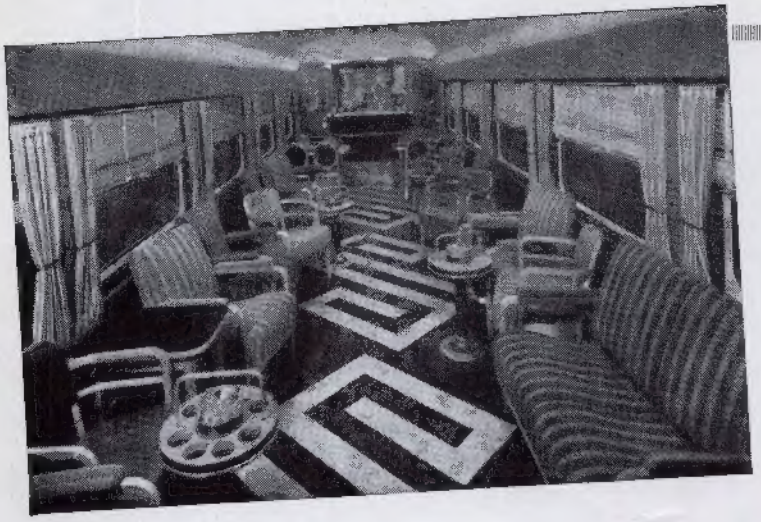
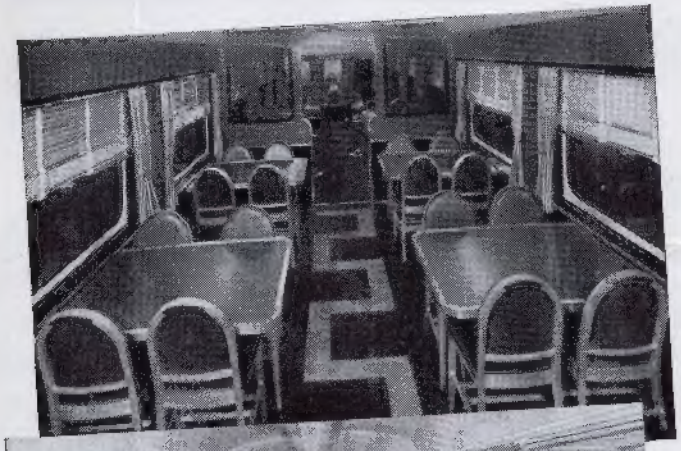
MANUFACTURED BY
ABBO-CRAFT CO.
530 S. DEARBORN STREET • CHICAGO 5, ILLINOIS



B & O CHOOSES

Adlake Breather Windows for New CINCINNATIAN



AS MODERN AS TOMORROW, the new B&O *Cincinnatian* offers one of the *fastest* train services between Cincinnati and the East.

This ultra-modern, all-coach streamliner features, among others, radio reception that can be channeled to each car or confined to the lounge cars, an inter-communication telephone system between the conductor and engineer, and . . .

ADLAKE BREATHER WINDOWS! No small part of the beauty, efficiency and comfort of the new *Cincinnatian* is the Adlake Breather Window. Passengers can enjoy a clear, unclouded view of the landscape because the Adlake Window will not cloud, steam or frost! The patented "breather" keeps the air adjusted to all temperature changes, keeps dust, dirt and cinders *out!*

What's more, it banishes the need for troublesome dehydrants and drying compounds—and if panes are accidentally broken in service, *only the broken glass* needs replacement—not the entire unit!

ADLAKE LUGGAGE RACKS are an integral part of the Cincinnatian's lighting system and decorative scheme. Available with fluorescent or lens-type lighting, Adlake luggage racks provide every seat with modern, glare-free light.

THE

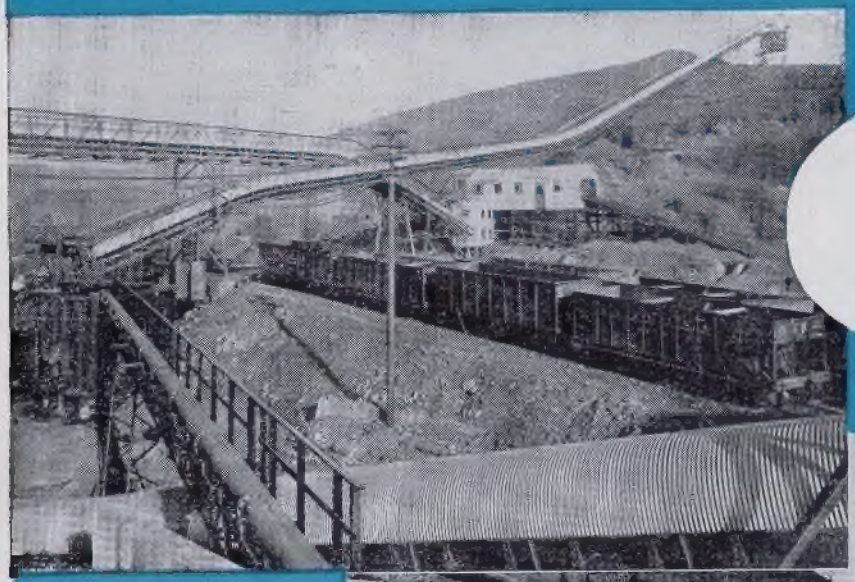
Adams & Westlake

COMPANY

Established 1857 • ELKHART, INDIANA • New York • Chicago
Manufacturers of Adlake Specialties and Equipment
for Railway, Airway, Highway, Waterway

What's Tougher Than

15 YEARS of SUMMER RAIN AND COAL DUST?



...ALCOA ALUMINUM CORRUGATED SHEETS

At the breakers of The Philadelphia & Reading Coal & Iron Company, about four miles of conveyor belts are roofed with Alcoa Aluminum Corrugated Sheets. Both surfaces of the aluminum are blanketed under layers of coal dust. Rain and moisture quickly bring out all the sulfates and meanness in this coating. The pH of the mixture of water and coal is about 2.6 . . . very high on the acid side, and quick poison for most metals.

But not for Alcoa Aluminum! After 15 years of service, these aluminum covers were inspected. The deepest penetration of the aluminum on representative samples was only 0.004" . . . after 15 years! The average depth of penetration was less than 0.001". The verdict of the inspectors was "Good for years and years more service".

When you come up against tough or severe corrosion problems in the structures you build, investigate "Alcoa Aluminum". It's available in sheets, structural shapes, and every commercial form, in a wide range of alloys to meet all conditions of service. ALUMINUM COMPANY OF AMERICA, 2108 Gulf Building, Pittsburgh 19, Pennsylvania. Sales offices in leading cities.

MORE people want MORE aluminum for MORE uses than ever

ALCOA FIRST IN ALUMINUM

ALCOA ALUMINUM

IN EVERY COMMERCIAL FORM

Another "first" for A.C.F. ... *Another "first" for Railway Express Agency*

Weather *changeable* inside this car!

ONE DAY, she'll be carrying fruits and flowers at tropical temperatures through blizzards.

The next, she'll be whisking sea foods and other perishable commodities to market at icebox temperatures.

So smart in appearance that she'll fit gracefully in an up-to-the-minute streamliner, the Controlled Temperature Car, built by A.C.F. for the Railway Express Agency, sets a new pace in express shipping.

And WHAT a pace! For these cars are designed to carry *any* merchandise in express service at a speed of 100 miles an hour! With 500 of them to be added to the cars now operating on 10,000 express trains daily, the Railway Express Agency will offer sensational new service to America's most exacting shippers.

In A.C.F.-built equipment like this, there's advantage all around:

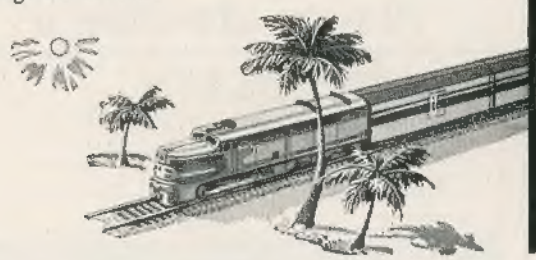
For the consumer, there's fast, sure delivery, in better condition, of his needs.

For the shipper, there's dependability, economy, and the assurance of satisfied customers at the other end.

And for the carrier company itself, there's the efficiency and long life that mean exceptional service at the lowest cost per mile.

AMERICAN CAR AND FOUNDRY COMPANY

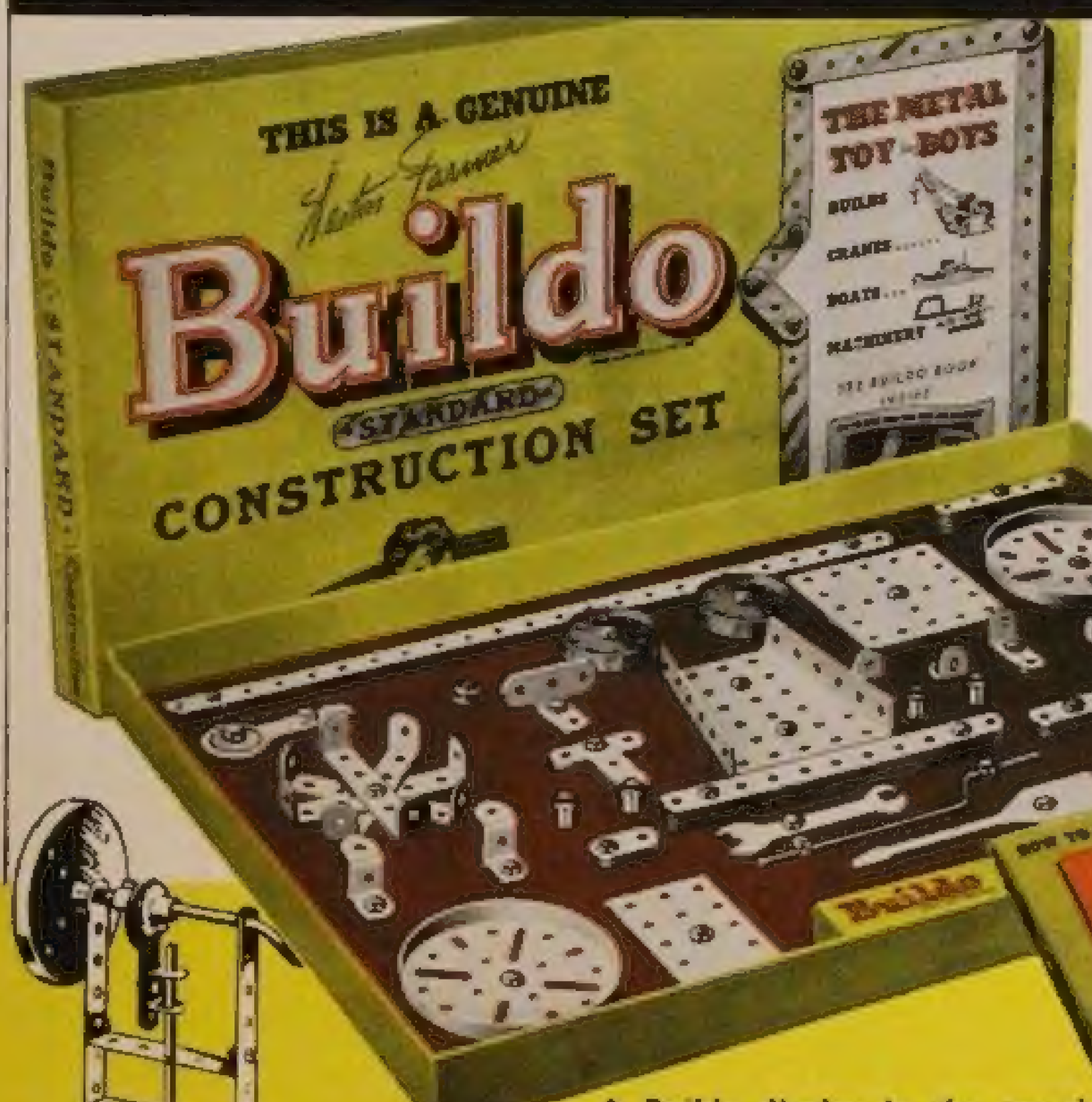
New York • Chicago • St. Louis
Cleveland • Washington • Philadelphia
Pittsburgh • San Francisco



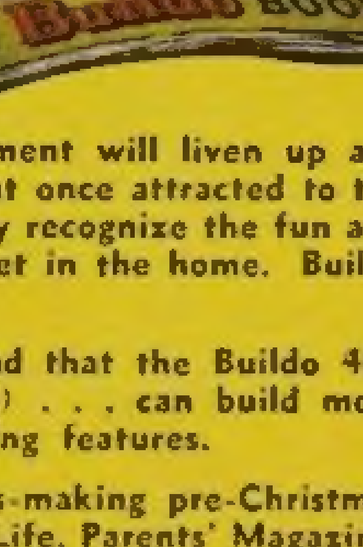
American Car and Foundry Co.

"Quality and Vision in Railroad Transportation"

Boys Recognize Buildo Quality!
You'll Realize Buildo Profits!



Model 400
$2.95
Suggested Retail



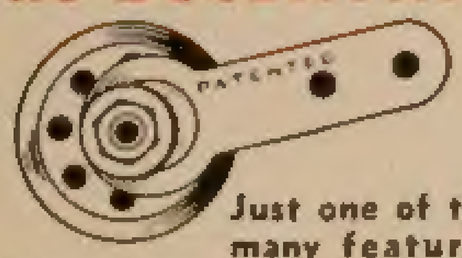
A Buildo display in the toy department will liven up any store . . . boys and adults alike are at once attracted to the bright red and yellow box and quickly recognize the fun and education to be had with a Buildo set in the home. Buildo Construction Sets sell on sight!

COMPARE BUILDO! . . . You'll find that the Buildo 400 includes more parts . . . (over 180) . . . can build more models incorporating more engineering features.

NATIONALLY ADVERTISED! Sales-making pre-Christmas Buildo advertisements will appear in Life, Parents' Magazine, Calling All Boys and Scouting.

BUILDO 400 PRICES REDUCED! Model 400 formerly listed at $47.50 per doz. New list price, $36.00 per doz.
Regular trade discounts. Full freight allowance on 100 lbs. or more. Packed 12 sets to carton. Shipping weight of carton: Model 400, 23 lbs. ORDER NOW FOR IMMEDIATE SHIPMENT. CONTACT NEAREST REPRESENTATIVE OR WIRE DIRECT.

The ECCENTRIC



Just one of the many features which make the Buildo better.

The patented Eccentric in the Buildo box, not found in most construction sets, is one of the many engineering parts which back up the statement "You can build more models with Buildo."

THE **Buildo** COMPANY
416 Puyallup Ave., Tacoma 2, Wash.

FREE!

Complete Promotion Kit on AMERICAN FLYER TRAINS ERECTOR and other GILBERT TOYS

★ HERE'S WHAT THE KIT CONTAINS ★

For convenience in distributing the material to your advertising department, display manager and sales people, the kit contains 4 separate booklets, as follows

1. NEWSPAPER MAT SERVICE—Shows over 100 mats which you can obtain free on American Flyer Trains, Erector and other Gilbert Toys. Assortment includes complete ready-to-use mats . . . and mats of individual items. Booklet also tells when Gilbert 4-color newspaper ads will run, so that you can plan tie-up advertising.

2. DISPLAY MANUAL—Tells how to display toys for better profits and best ways to feature all Gilbert toys. Illustrated.

3. MANUAL FOR SALES PEOPLE ON AMERICAN FLYER TRAINS—Practical information on new features—how to trade up—how to answer questions—close sales, etc.

4. MANUAL FOR SALES PEOPLE ON ERECTOR AND OTHER GILBERT TOYS—Clear, concise descriptions of all sets and how to sell them.

P.S. Gilbert national advertising this year will be the most colorful and dramatic in our history. Full page, four colors in *Life Magazine* . . . large space color ads in the comic sections of 29 leading newspapers . . . a total of over 80,000,000 advertising messages in over 50 leading publications. Advance proofs of American Flyer and Erector color ads are sent with Promotion Kit.

If you do not receive your Promotion Kit by October 1st, write for it. The A. C. Gilbert Company, 87 Erector Square, New Haven, Conn.

Here is "Psychic Income" for Executives

THERE are some things you cannot pay a man to do. Included among them is wearing himself out trying literally to be every place at once in the management of a business enterprise.

There are men who are doing this, of course—conscientious, hard-working executives who take responsibility seriously and whose capabilities constantly act as a magnet for *more* responsibility still. But they are doing it *without pay!* For what they might be able to retain from any salary increase wouldn't be worth the effort.

There is, however, a twofold compensation for executives of this caliber over and beyond salary. You could call it "psychic income," although there is no compensation so real and material. And it is this: making it possible for such executives to get their work done in half the time and without fatigue—plus a bonus of days of free time for relaxation, and a way to find it easily and quickly.

The Beechcraft Executive Transport plane is the answer, providing your executives with luxuriously comfortable transportation at 200 miles an hour—available at any time in any direction! It is your own private airline, which whisks you off on hunting trips as readily as on trips to and from branch plants, field works and sales conventions. More than 300 companies use the twin-engine Beechcraft in this manner!

Your nearest Beechcraft distributor is prepared with facts and figures to help you appraise company-owned air transportation in the light of your own transportation needs. He welcomes the opportunity to demonstrate to you the new Beechcraft Model 18. No obligation, of course. Beechcraft distributors are located in key cities across the U.S.A.

Beech Aircraft

CORPORATION WICHITA, KANSAS, U. S. A.

Twenty-seven Hundred Flying Horses

SOCONY Vacuum Oil Company bought the first Beechcraft to come off the production line more than thirteen years ago. They have been flying Beechcrafts ever since. The latest purchase is this fleet of three Beechcraft Executive Transports, now flying regularly—here and overseas—enabling executives and technicians of Socony Vacuum and its affiliates to count their travel time in hours instead of days and weeks.

Powered with two 450-horsepower engines, fully equipped for day or night flight, luxuriously furnished and appointed, the 200-mile-an-hour Beechcraft Executive Transport enables up to nine people to serve their companies and their customers with a speed and a cross-country mobility never possible before.

The Model 18 Executive Transport is an outstanding example of modern business joining hands with modern science to get its work done faster, better, and at lower cost. Food companies, machinery manufacturers, chain stores, oil companies—these represent only a few of the fields of business in which the Beechcraft Model 18 is at work. It is saving hours and days of travel time previously wasted. It is joining the outposts of business with its control centers. It is increasing the capacity of employees of all grades to get their jobs done. There may be similar tasks which it can perform for your company. It's worth finding out about.

* * *

Your nearest Beechcraft distributor is prepared with facts and figures to help you appraise company-owned air transportation in the light of your own transportation needs. He welcomes the opportunity to demonstrate to you the new Beechcraft Model 18. No obligation, of course. Beechcraft distributors are located in key cities across the U.S.A.

Beech Aircraft

CORPORATION WICHITA, KANSAS, U. S. A.

BIGGEST CYLINDERS...

BY BENDIX-PACIFIC

3000 PSI hydraulic landing gear cylinders, the largest ever built, are part of Bendix-Pacific's contribution to the Consolidated-Vultee B36. These powerful cylinders, which raise the giant landing gear of the "Biggest Bomber" in less than 20 seconds, each develop a thrust of over 50,000 pounds.

The successful design and manufacture of these cylinders to exacting Army Air Force and Consolidated-Vultee requirements for weight and performance took skill and experience, two ingredients that go into *every* Bendix-Pacific product. We'd like to help with *your* next 3000 PSI hydraulic problem.

PRODUCT OF Bendix Aviation Corporation

Pacific Division

East Coast Office—270 Park Ave., New York 17, N. Y.
Canadian Distributors—Aviation Electric, Ltd., Montreal

MANUFACTURERS OF A COMPLETE LINE OF HYDRAULIC EQUIPMENT...AVAILABLE FOR PROMPT SHIPMENT

MAIL COUPON

for Free Illustrated Literature

• Travel the world over—in no other single place will you find such a variety of Nature's handiwork. Awe-inspiring canyons! Spectacular waterfalls! Towering mountains and virgin forests! Scores of roaring geysers! Boiling pools and mud volcanoes! Bears, deer, elk, antelope! See them all this summer in America's oldest national park, celebrating its 75th anniversary this year.

Your Choice of 3 Routes When You "GO BURLINGTON"

• The NORTH COAST LIMITED takes you from Chicago direct to Yellowstone. Or, glide along the Black Hills (stop off for an all-expense motor tour, if you like) and through the dude ranch country of the Big Horns. Or, go by way of Colorful Colorado, riding the streamlined DENVER ZEPHYR which speeds you from Chicago to Denver, just overnight. A free side-trip from Denver to Colorado Springs is yours when you "GO BURLINGTON." Go one way—return another.

• You'll enjoy luxurious, air-conditioned travel on any of these routes. And remember, you get a thrilling 80-mile motor trip over the famous Cody Road, at no extra cost, when you "GO BURLINGTON."

• Mail the coupon today for complete information about vacations in Magic Yellowstone. Whether you travel independently or join a congenial escorted tour, you'll enjoy never-to-be-forgotten vacation thrills.

Way of Zephyrs

Burlington Route

BURLINGTON TRAVEL BUREAU
Dept. 607, 547 W. Jackson Blvd., Chicago 6, Illinois.

I'm interested in a vacation in Magic Yellowstone this summer. Please send me complete information.

Name _____

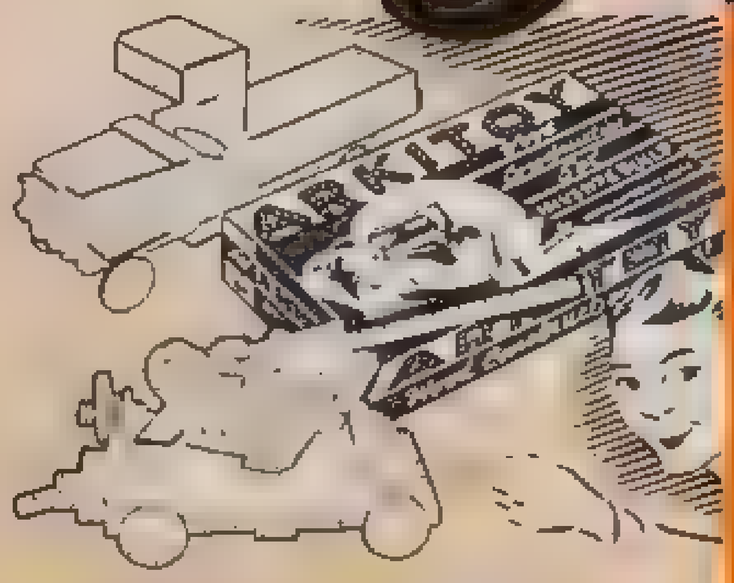
Address _____

City _____ Zone _____ State _____

PLAY UP THE LEADING NAME IN TOYS AND GAMES

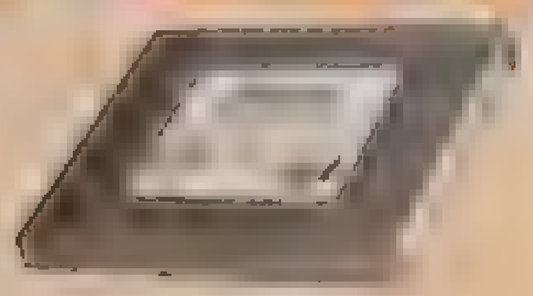
for 1947

SEE THE ENTIRE CARROM LINE AT THE NEW YORK TOY FAIR,
ROOM 1097 • HOTEL McALPIN



CARROM ARKITOY is a perennial favorite among customers who want the best in an advanced child development toy. This toy leads the world in establishing completely coordinated application of "modular design" . . . ten years ahead of the adoption of this principle by architects and construction engineers. See this famous wood construction toy at the Carrom Exhibit at the Toy Fair. Stock ARKITOY for 1947

LOK-BLOK



LOK-BLOK BUILDING SETS

Nationally advertised in Parent's Magazine and Children's Activities . . . and nationally sold by leading toy departments everywhere . . . Lok-Blok Building Sets are a "must" in any toy department featuring kindergarten to early teen-age child development toys. Attractively colored interlocking blocks provide scope for a wide range of ingenious construction

CARROM CROKINOLE

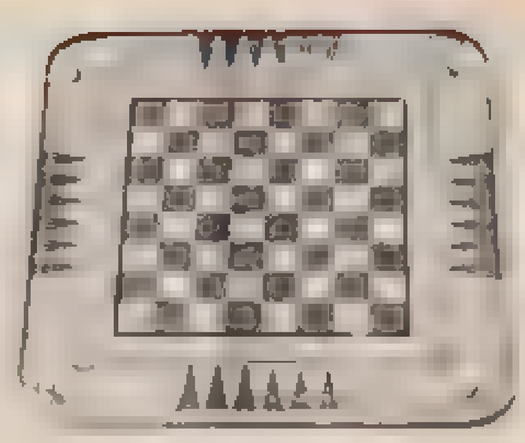
Game Boards FOR ALL AGE GROUPS

Once again we will be happy to welcome out many friends in the toy merchandising field to Carrom Toy Fair Headquarters at Hotel McAlpin . . . as well as to our permanent New York Showroom in the Berkeley Building, 19 West 44th Street.

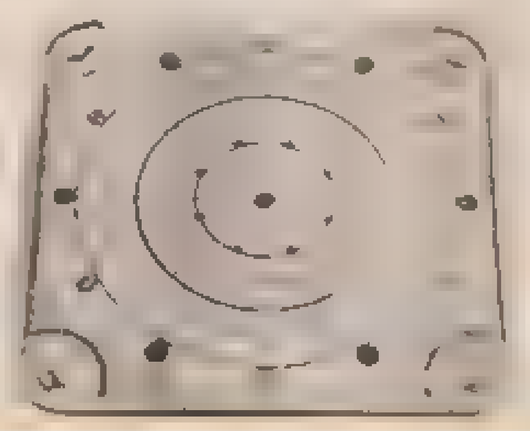
Once again we will be happy to present the newest developments in Carrom Games and Toys...as well as the long-established, tradition-proved Carrom-Crokinole Game Boards which have been constantly growing in popularity . . . ever since 1889!

And once again, alert toy buyers will requisition from the expanded Carrom line those high-spot Toy Department leaders that are always sure-fire profit-makers.

We'll be looking for you at the Toy Fair. The Carrom representative who calls on you regularly will be on hand to welcome you.



This Stylo "85" reversible Carrom Crokinole Game Board was the outstanding leader for 1946 among all Carrom Game Boards. Be sure to include this game in your 1947 stock list

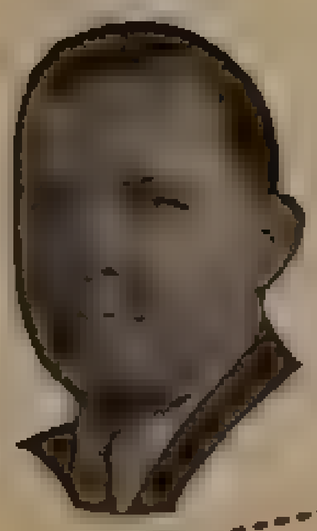


Carrom Industries, Inc.

LUDINGTON *Established 1889* MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM 19 West 44th St (near 5th Ave) • Room 613, Berkeley Building



Our New 1947 Lines Are Ready for Inspection for the American Toy Fair—

MARCH 10th to MARCH 22nd

SEE..

CARROLL

at NEW YORK and CHICAGO!

Buyers Always Welcome

ROOM 1421 MERCHANDISE MART CHICAGO, ILL.

ROOM 351 FIFTH AVENUE BUILDING NEW YORK

DANNY CARROLL
JOE BARNETT
TOM HARTIGAN
MILDRED ERICKSON
PEGGY LEONARD
ART CARLSON
H. A. JOHNSON

Charles H. Carroll

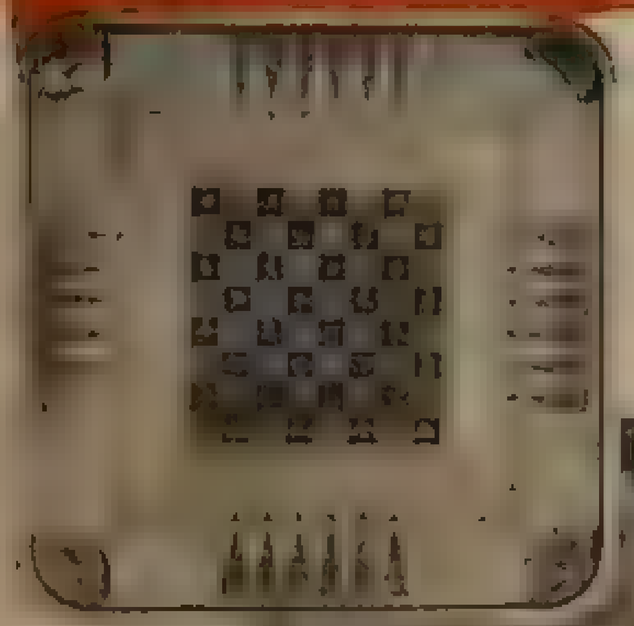
1421 MERCHANDISE MART, CHICAGO 54, ILL.

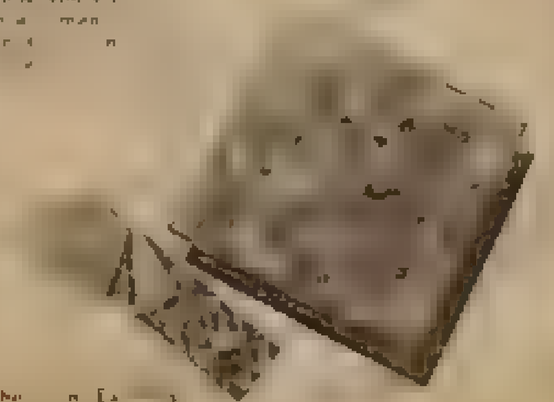
Feature
this outstanding
line with
High Play Value
MERCHANDISE
For Everyone
From Tiny Tots to
Jovial Oldsters

CARROM

YEAR-ROUND GAMES AND TOYS

Whether the customer wants toys for tots or skill games for teen-agers and adults, you make the sale and satisfy the customer when you present the CARROM Line. Here is play value at its best — plus *variety* and *name renown* that stands for top quality. CARROM leadership, established over a period of 58 years, pre-sells the line—a line that is becoming more widely known every day through year 'round advertising in such leading consumer publications as Holiday, Open Road for Boys, Boys' Life, Scholastic Magazines, Parents' Magazine and Children's Activities. For greater sales and profit opportunities, put CARROM Games and Toys at the top of your list.





Carrom Industries, Inc.

for Toys that Sell

Our New 1947 Lines Are Ready for Inspection

SEE..

CARROLL

at NEW YORK and CHICAGO!

Buyers Always Welcome

ROOM
1421
MERCHANDISE MART
CHICAGO, ILL.

ROOM
351
FIFTH AVENUE BUILDING
NEW YORK

Charles H. Carroll

1421 MERCHANDISE MART, CHICAGO 54, ILL.

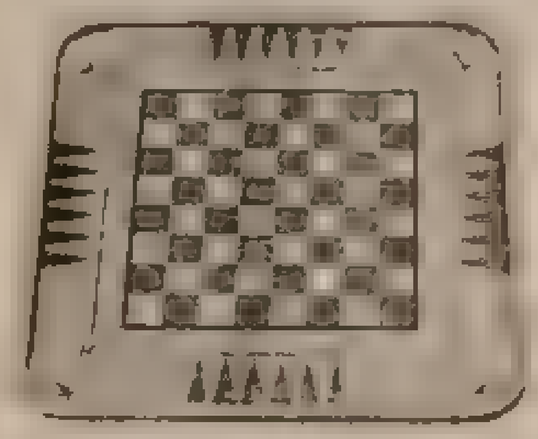
HERE'S *Year 'round* PLAY VALUE
THAT PUTS *Year 'round* SALES PUNCH
INTO YOUR TOY DEPARTMENT!

CARROM GAMES and TOYS

There is no closed season on *fun* and *play!* That's why CARROM Games and Toys packs a sales punch with year 'round staying power! They provide year 'round fun for everyone, whether adult, teen-ager or tot. There are games of skill, games of chance, child development toys that stir creative minds and simpler toys for tots. Among items in the CARROM line are favorites of long standing (CARROM-Crokinole Game Boards; intriguing new-comers such as Fox Hunt and Sunka . . . and well known Gusher, the "come-back" with a big future). A few of the many CARROM items are illustrated here.

Step up your year 'round toy department sales with a representative assortment of CARROM Games and Toys

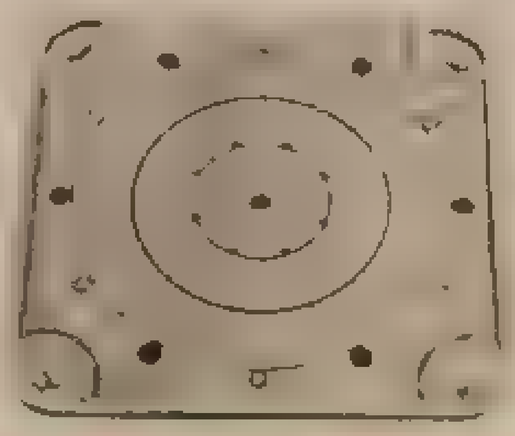
THE BIG GAME HUNT on one side; no CARROM Dart Board number. On the reverse side, "20-point" providing alternate Dart Board play



GUSHER, a pre-war favorite and a war-shortage casualty returns. An intriguing all drill-up game that'll boost toy department sales

FOX HUNT, a new game that deserves prominence in your toy plans. Appeals to all ages young and old

CARROM Crokinole Game Board is among the oldest games in the line; provide tournament bracket for maximum sales units



ARKITOY, an advanced child development wood construction toy. A popular teen-age item.

KIKIT, a game of skill that combines the scoring principles of two old popular sports

Carrom Industries, Inc.

LUDINGTON Established 1889 MICHIGAN

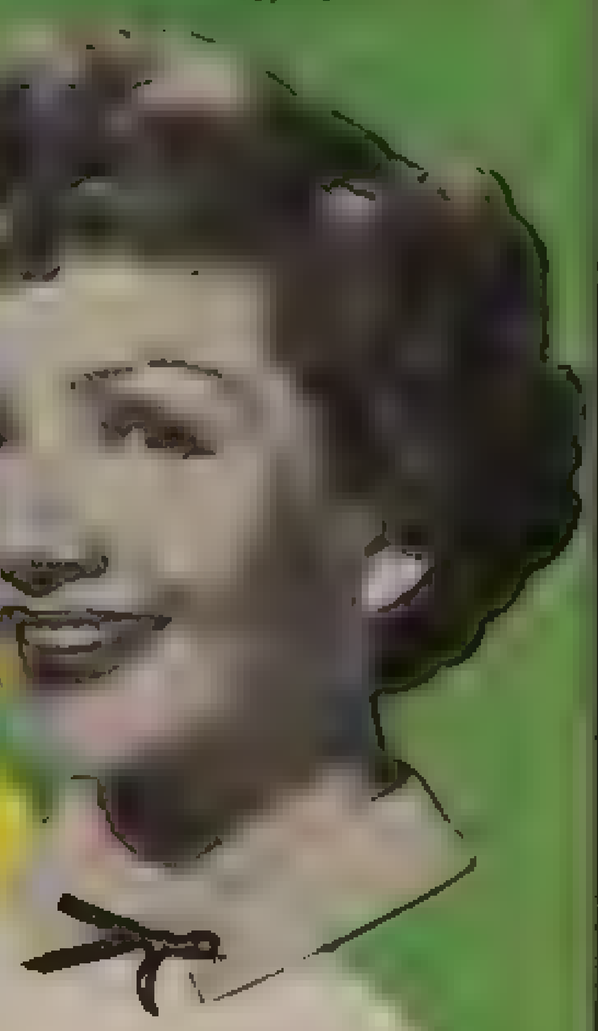
Largest Makers of Game Boards in the World

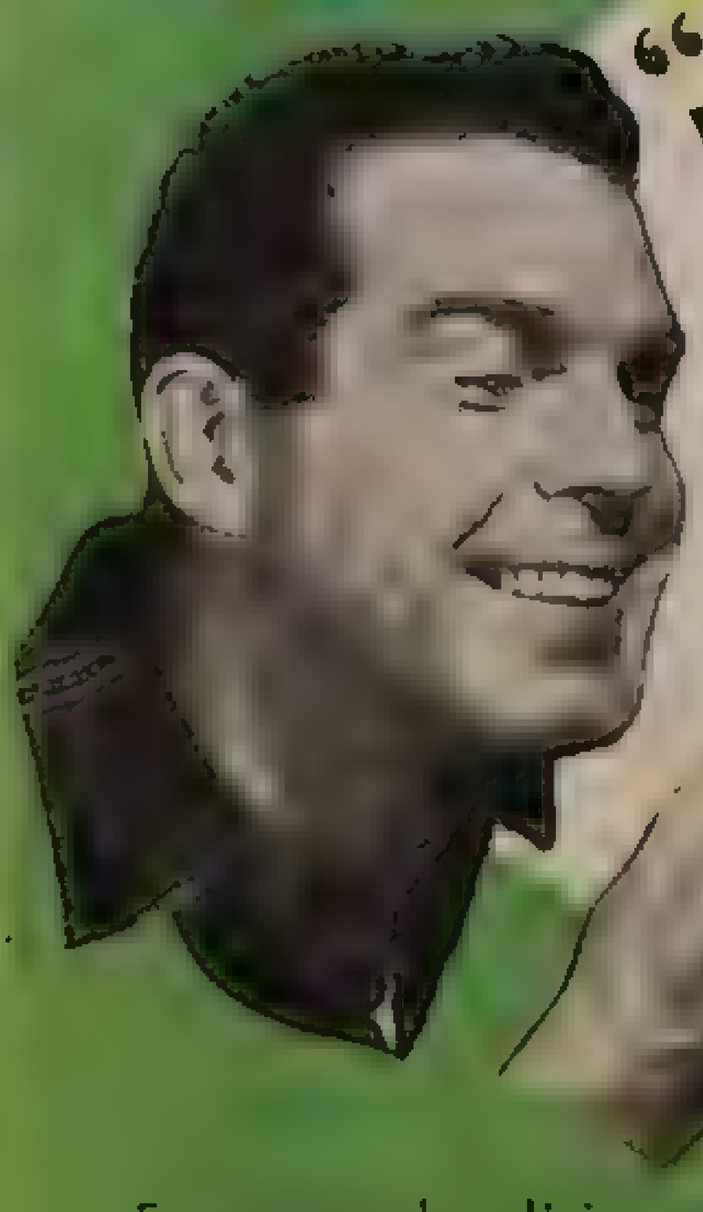
Madame Alexander DOLLS

25,000,000 HAVE READ THE BOOK!

75,000,000 WILL SEE THE MOVIE!!

. . . . . and this market of many millions will be eager to buy and play this great new family game.





"The EGG and I"

★ The Egg-Citing Game of Owning a Chicken Ranch ★

Every merchandising-minded dealer will immediately see the tremendous promotional possibilities of this fascinating game—backed with power-packed publicity. It's a natural for quick sales—long profit—and real volume . . .

2.00 LIST

SEE YOU ON THE NEXT PAGE!

...a New Game

...a Timely Seller

...for BIG Egg-stra Profits

THE EGG AND I game is produced with full rights from Betty MacDonald the author of the book Universal International Pictures and the motion picture stars Claudette Colbert and Fred MacMurray

"The EGG and I"

. . . it's a promotional natural

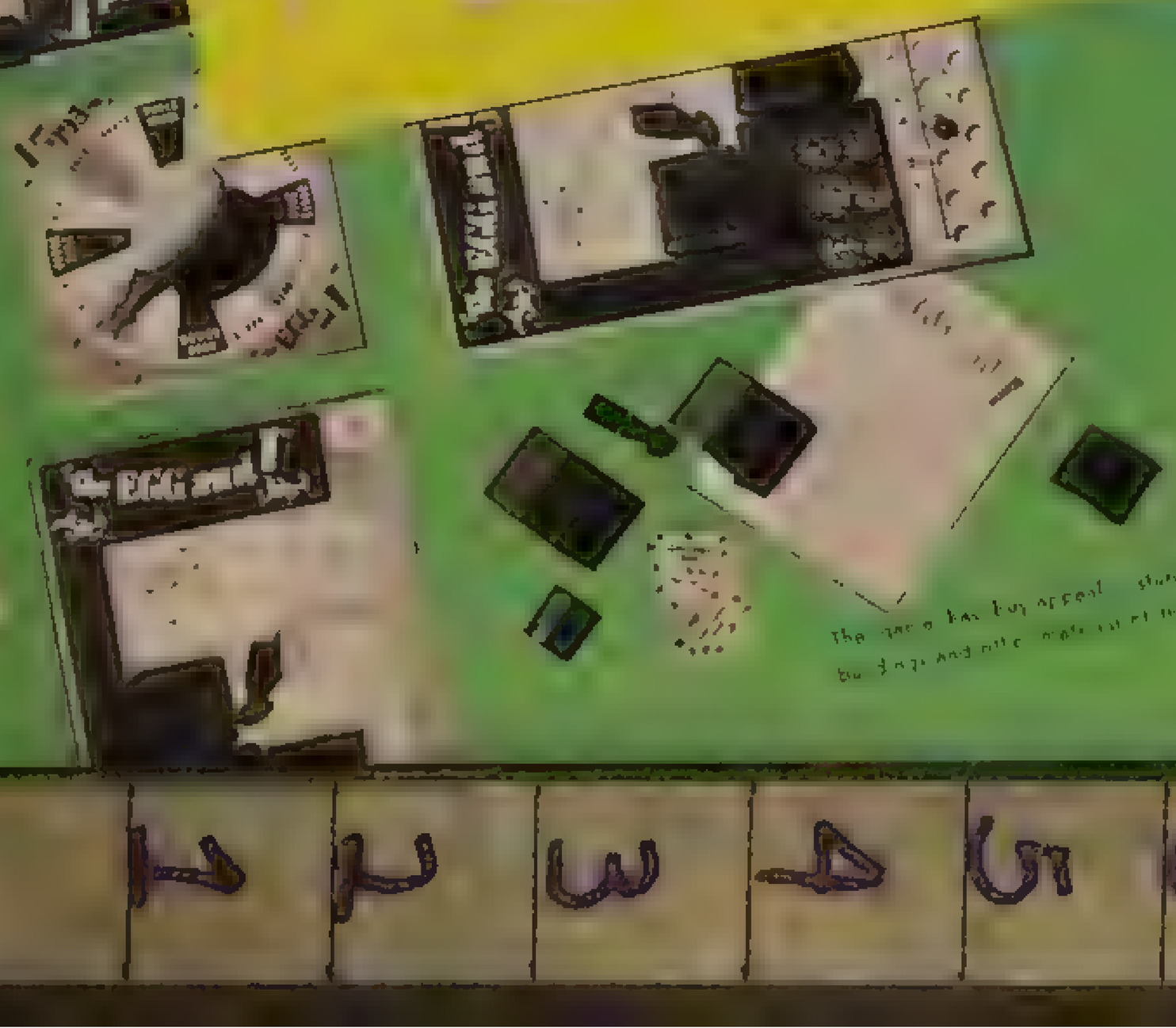
. . . and it's perfectly timed!

Sales Tests prove it's a BIG Seller! Playing Tests prove it's a GREAT Game! Every buyer who has seen this game is enthusiastic over its sales possibilities. Everyone who has played the Game was thoroughly amused with the exciting entertainment

Be the FIRST Dealer in your City to sell "The EGG and I." Betty MacDonald's amusing story of her adventures was THE 'best seller' of the Nation for 14 consecutive weeks — sets new records every day. The movie starring Claudette Colbert and Fred MacMurray — will reach its peak showing by late Fall. And NOW here's the game that will enable you to cash in on a ready made market of MILLIONS who are thoroughly sold on the fun making possibilities of playing "The EGG and I"!

Call or write your Jobber NOW! If he can't supply you send your order direct to CAPEX company. Your newspapers book and movie news sections are crammed full of free publicity that you should take advantage of now. To tie in with the following promotional materials available: Newspaper mats, catalog electro, paper window posters, envelope enclosures, desk for window and store displays

CAPEX CO., 615 South Boulevard, Evanston, Ill.



THE EGG AND I game is based on the same human interest appeal as the famous story — with all the fun and hilarity of starring a television romance. The rules are simple and require about 15 minutes to learn. Players answer questions and advance their markers according to the number of spaces indicated by the spin of a top. The player to complete the first trip to the mountains is the winner

The game has universal appeal, sturdy but handy and quick moving markers

10c PAINT BOOKS

No.	TITLE
201	Yankee Doodle
202	Humpty Dumpty
207	Jack Frost
203	Hum'nger
204	My Party
205	Pets at Play
206	Fun in America
208	Down on the Farm
209	My Toys
210	Outdoor Play
211	Playthings
212	Kitty Cat
213	More Fun!
214	Ring Around A Rosy
215	Lollypop
216	Basket
217	Windmill
218	Mother Goose
219	Big Chief
400	Adventures of a Brownie
401	Seven Young Codlings
402	Little Black Sambo
403	Favorite Fairy Tales
404	Peter Rabbit
405	Little Red Riding Hood

10c CUT OUT BOOKS

No.	TITLE
900	Miss America
901	Miss Hollywood
903	Betty Juniors
904	Miss Movie Queen
905	Dress Up
906	Movieland

25c BOOKS

707	Three Bell Book
000	Pa-Ette Paint
00	Crayon Kit Coloring
1002	Tick Tock Coloring

10c PICTURE BOOKS

300	The A B C Book
700	The Bright Eye Book
701	Tite Bow Tie Book
703	The Night Before Christmas

10c SCRAP BOOKS

800	Scrap Book
801	Scrap Book

REUBEN H. LILJA & CO., Inc.
801-13 South Wells Street
CHICAGO 7, ILLINOIS

A NEW LINE OF QUALITY COLORING BOOKS

DIFFERENT! UNIQUE! INGENIOUS!

No. 1001 Crayon Kit coloring book with box of crayons attached to inside back cover

25c Coloring Books

No. 1002—Tick Tock coloring book with clock face and movable hands securely fastened to inside back cover

No. 000—Pa-ette Paint Book with 5 paints and brush mounted to palette on inside of back cover

No. 702—TINKLE BELL BOOK

A bell tinkles as pages turn. It's an baby's rattle, cow's neck puffing locomotive, playful kitten, woolly lamb, tug boat, and Billy goat. Flexible cover binding.

Each 24c

No. 300—The A B C Book

Illustrated and text by Mary Ware famous artist for children. 16 pages in full color. Pictorial letters, mischievous frogs, gay birthday party, gleaming square locable dice, baby and other whimsical pictures. Each picture with letter, also both capital and small letters. Educational as well as entertaining. Flexible cover binding. Weight per dozen 2 lbs.

Each 10c

THIS IS FOR YOU!

Have you ordered your supply of these low priced, quality books for your big fall and holiday season?

Place your order NOW, for profit assurance

REUBEN H. LILJA & CO., 801-13 South Wells St., Chicago 7, Ill.
NEW YORK REPRESENTATIVE S. M. Coplon & Son, 1133 Broadway, New York 10, N. Y.
IN CANADA McLean Merchandise Sales Ltd., 29 Melinda St., Ontario, Canada

No. 213 No. 214 No. 215

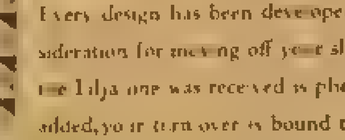
MORE SPARKLING 10c BOOKS

More Profits for You

Reuben H. Lilja & Co. Inc., have designed new colorful 10c coloring books to delight the hearts of the millions of children reveling in new and different books to color.

Every design has been developed with the utmost care and consideration for moving off your shelf. The enthusiasm with which the Lilja one was received is phenomenal and with new numbers added, your turn-over is bound to exceed that of previous years.

No. 216



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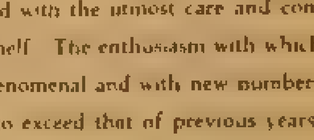

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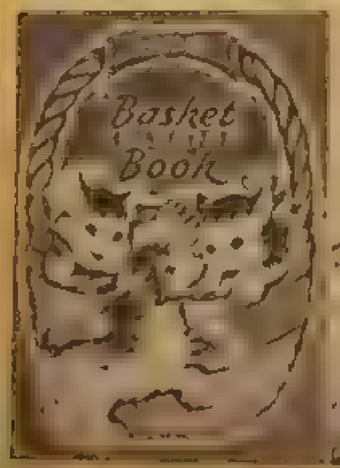
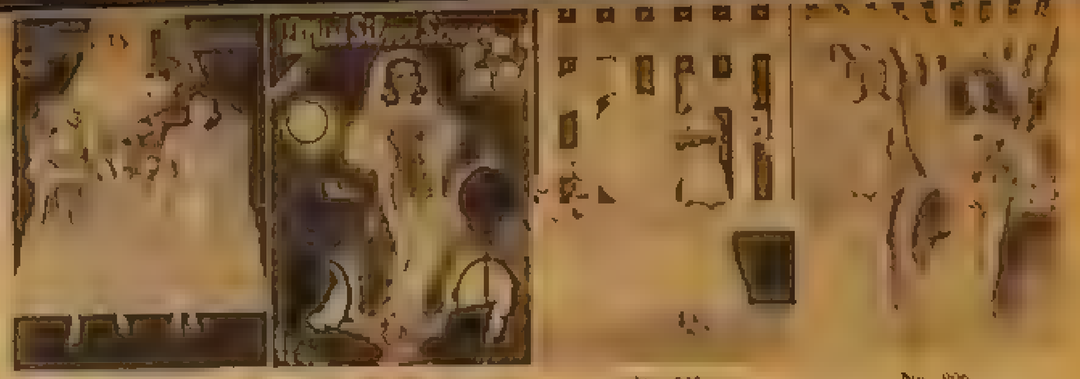




No. 903 No. 904 No. 905 No. 906

SCRAP BOOKS – CUT-OUTS – NOVELTY BOOKS also 'TWAS THE NIGHT BEFORE CHRISTMAS

The latest fashions in cut-outs, Fairy tale story-to-let-paint books, scrap books and the ever interesting story of The Night Before Christmas, have been made in a most charming manner, as illustrated on this page.

Nos. 903—904—905—906—Paper doll cutouts in full color. Size 10½ x 14½.

Nos. 404-405—Story Telees paint books with the delightful stories accompanying the illustrations for coloring.

Nos. 800-801—Scrap books to be used in the household as well as in the play room.

No. 703—"'Twas the Night Before Christmas" with unsurpassed illustrations in full color.

No. 703

QUALITY COLORING and PAPER DOLL CUT-OUT BOOKS that SELL FAST

No. 404 No. 405 No. 800 No. 801

Compare Construct-O-Craft Steel Construction

Sets for Workmanship . . . for Value . . .

FOR REPEAT SALES-POWER!

Get In Your Order Early! NOW!

You'll find the CONSTRUCT-O-CRAFT line a standout for quality, versatility, and price. For instance, every part in the BIG Model 500 and the super-value Model 300 is precision-machined, down to the clock brass studs! And to show your customers what they can really do with a CONSTRUCT-O-CRAFT, 12 different assemblies of handbook models are available at cost for your counter and window displays. (Model 500 shipped 6 to a carton, wt 29 lbs.—Model 300 shipped 12 to a carton, wt. 32 lbs.)

Model 550 Micro Motor—115v.a.c. 60 cycle A.C.

Fully cased in aluminum
Baked black wrinkle finish
Louvred front and back . . . 3½ high x 2¼" wide, with steel base

*Plug in DIRECT to electrical outlet . . . No exposed wind[illegible]

RETAILS $5.95 COMPLETE

GUARANTEED UNCONDITIONALLY FOR ONE YEAR!

a Boxar

CONSTRUCT-O-CRAFT

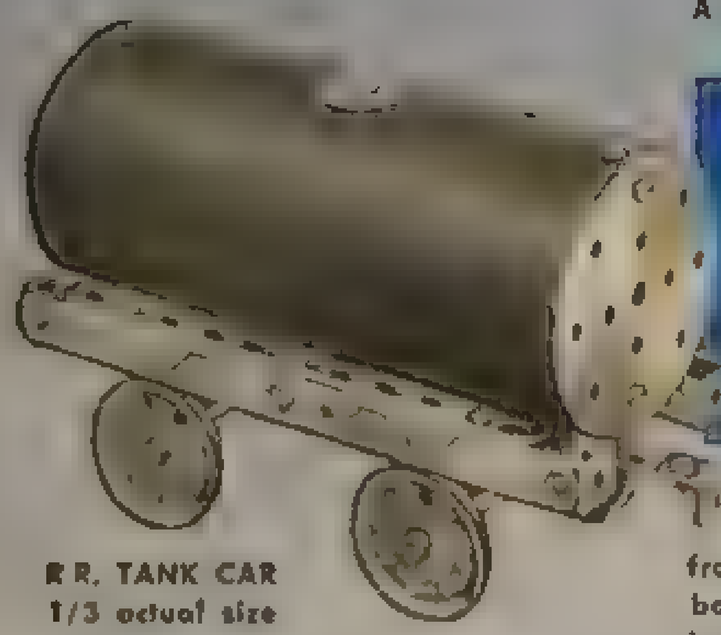
PRECISION MADE ★ ★ ★ EMBOSSED STEEL

MODEL 500
$6.95 RETAIL

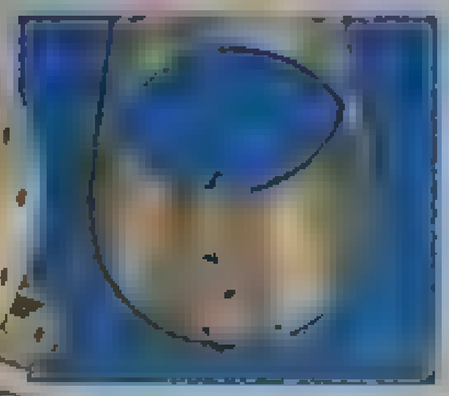
MODEL 300
$3.95 RETAIL

CONSTRUCTION SETS

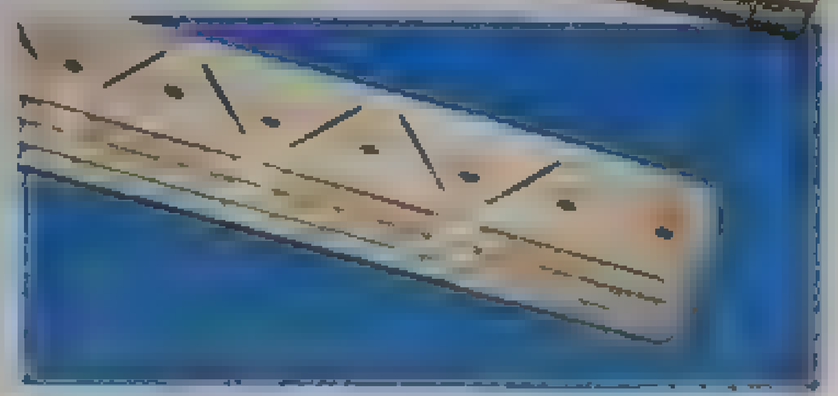
A BIG, HANDSOME 36-PAGE HANDBOOK WITH EVERY SET!



R R. TANK CAR
1/3 actual size



Our specially designed, lasting Part 505, made from flexible, vulcanized fibre board, has many uses. (Note inside construction of tank.)



HERE'S TOP QUALITY!

For added rigidity and strength, the cold-rolled steel girders and channels are attractively embossed under 60 tons pressure — thus insuring durability and life-long service

FREE!
A variety of ad mats may be had for the asking. Specify widths.

BOXAR TOOL & MFG. CO. ★ 2240 WEST OGDEN AVENUE ★ CHICAGO 12, ILLINOIS

NINE BIG REASONS WHY MERCHANDISING LEADERS SAY

Amsco's THE BUY!

- ★ All Steel Sturdy Construction
- ★ Baked Enamel 2-tone Finishes
- ★ Fine Tooling for Better Detail
- ★ Assembled Complete Where Possible
- ★ Descriptive Packaging in 200# Test Cartons
- ★ All Items Rubber Footed
- ★ Gleaming Plated Hardware
- ★ Longer Markups at Pre-War Prices
- ★ Every Item Promotional

No. 304
30" DE LUXE
Doll-E-Hichair
Impressive in size and appearance! . . . For All-Year traffic!

TO RETAIL PROFITABLY AT $3.98

In Pastel Blue & Ivory

No. 304C
Illustrated in Chrome and Ivory retails at $5.98

23" ALL STEEL
Doll-E-Swing
No. 295

to retail at 7.98

26" ALL STEEL
Doll-E-Glide
No. 301

to retail at 2.95

19" ALL STEEL
Doll-E-Hichair
No. 300

to retail at 1.49

AN Amsco PRODUCT

AMERICAN METAL SPECIALTIES CORPORATION

ALLEGHENY AVENUE AND C STREET PHILADELPHIA 34 PENNA.

NEW YORK	CHICAGO	SAN FRANCISCO	ST LOUIS
200 Fifth Ave Street Floor	Room 1433 Merchandise Mart	Western Merchandise Mart 1355 Market Street	310 N 11th Street

A "Real" Magnetic Attraction

NEW • IMPROVED!

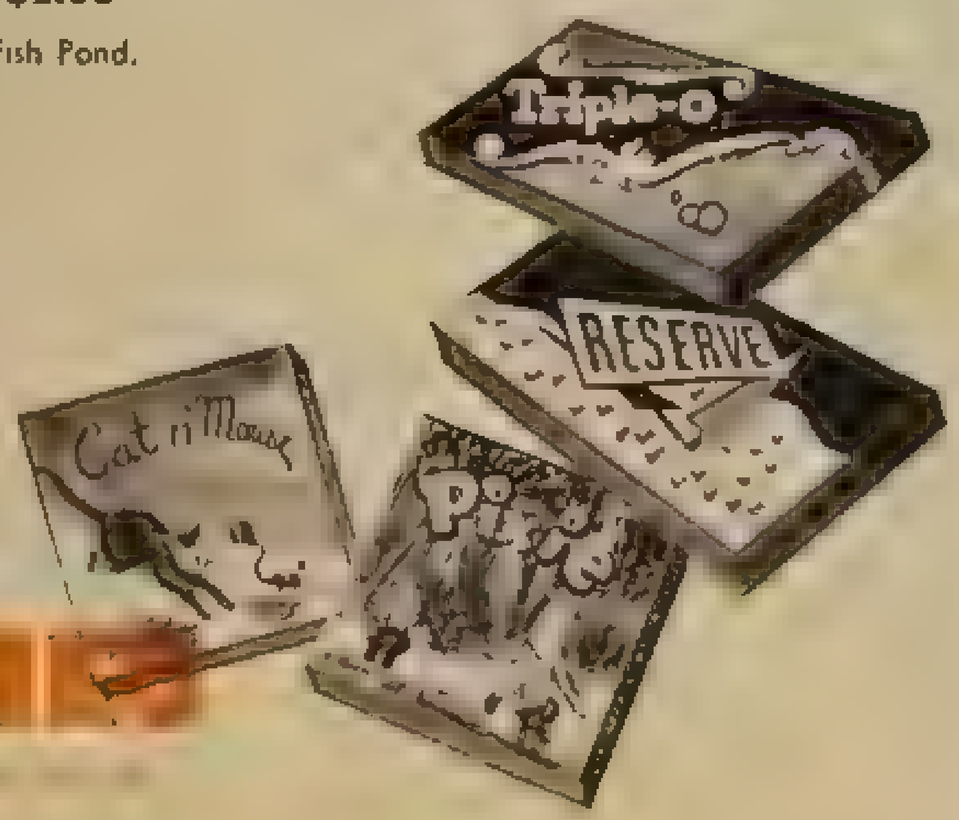
MAGNETIC FISH POND

BY *Corey Games*

A brand new and improved version of that "very best seller," the fishing game. The Magnetic Fish Pond consists of two wooden fishing rods with lines and magnets. In the box there is a collapsible fishing pond. The fish pond and the 12 miniature fish are reproduced in 16 beautiful colors. Each fish is equipped with a magnetized eye. The fish jump at the hook . . . and the customers jump at the chance to buy the game. See the Magnetic Fish Pond at the TOY FAIR, Room 956, Hotel McAlpine, New York City, March 8, 1947.

GAMES AND PICTURE PUZZLES — 25c TO $2.00

In addition to the new items such as the Magnetic Fish Pond, Triple-O, Cat & Mouse, and Pixie, Corey Games manufactures such well known games as Strategy, Pirates Island, Suffolk Downs Racing Game, Hip-pety-Hop, Spinno, and others.



Corey GAMES

Permanent Display: Room 563, 200 Fifth Ave, New York, N. Y

Factory: 8 - 20 New Street, East Boston, Massachusetts

All the fascination of checkers and chess but more fun, more excitement and more thrills. Triple-O consists of a playing board and 36 interlocking colored plastic rings. The game is played somewhat similarly to checkers. For teen agers and adults. Beautifully boxed. Brilliant colors. On display at the TOY FAIR, Room 956, Hotel McAlpin, March 8, 1947.

NEW ADDITIONS TO THE COREY LINE

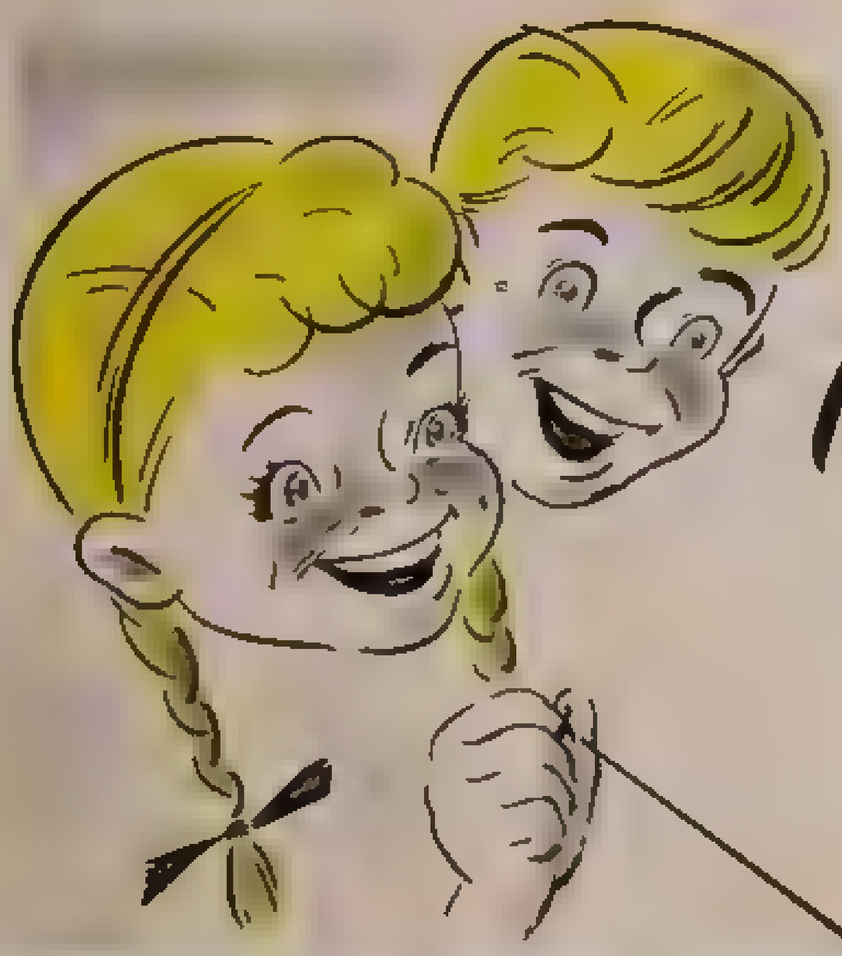
Triple-O, the Magnetic Fish Pond, Reserve, Pixie and Cat & Mouse are only a few of the new items being added to the standard best-selling line of games and picture puzzles at from 25c to $2.00.

Corey GAMES

Permanent Display: Room 563, 200 Fifth Ave., New York, N. Y.

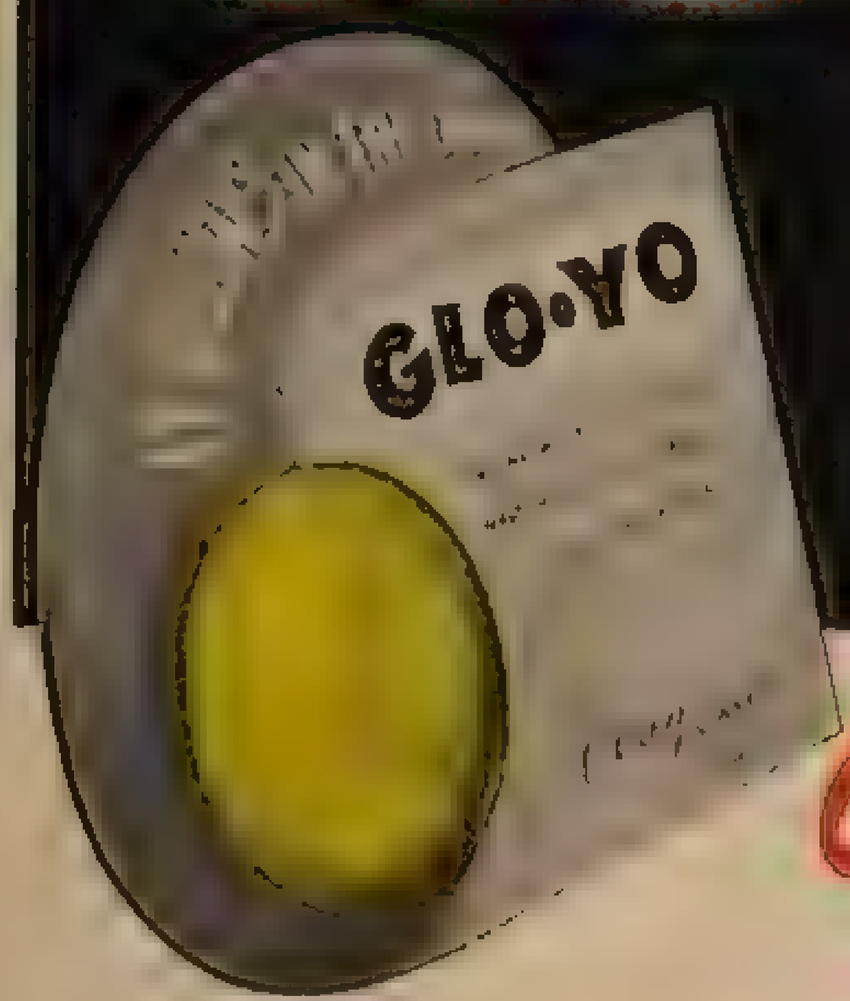
Factory: 8 - 20 New Street, East Boston, Massachusetts

It's New
IT'S A COLD LIGHT . . . BUT A HOT ITEM
it GLOWS
in the dark!
it GLOWS in the dark!
GLO-YO
39¢
Cozco GAMES
Permanent Display Room 563, 200 Fifth Ave New York N Y
Factory 8 20 New Street, East Boston Massachusetts



it GLOWS in the dark

GLO-YO



In the daylight it looks like any other plastic yo-yo. But it isn't just like any other plastic yo-yo. IN THE DARK IT GLOWS LIKE A BALL OF FIRE. Comes in several different colors. Packed one to a counter card or 12 to a window card. Colors cannot chip, peel, or fade. The glow cannot wear off ... it is part of the plastic. Look for it at the TOY FAIR, Room 956, Hotel McAlpin, New York City, March 8, 1947.

Corey GAMES

Permanent Display: Room 563, 200 Fifth Ave., New York, N. Y

Factory: 8 - 20 New Street, East Boston, Massachusetts

THERE'S BIG YEAR 'ROUND

REPEAT BUSINESS in

8 mm or 16 mm

home movie FILM

And Newly Released EXCEL Features
Are Just What the Kids Demand

CARTOONS and COMEDIES!

SEE THE EXCEL EXHIBIT
AT THE
TOY FAIR • BOOTH #468
McALPIN HOTEL
NEW YORK

WESTERNS

Every kid (and grown-up) loves Wild West Movies That's a market demand EXCEL enables you to meet with thrilling Westerns, recently produced by a major Hollywood studio and processed in one of the biggest, best equipped film laboratories. Stars like *Bill Elliott, Tex Ritter, Charles Hayden, Charles Starrett,* and *Buck Jones* ride to exciting adventure that means satisfied kids . . . bigger sales

The EXCEL film library includes side splitting cartoons and comedies, too,—with proven kids' favorites—along with action-packed sports reels—in fact everything the kids demand Don't overlook the year 'round repeat volume exclusive EXCEL features attract to your store Remember, too, every EXCEL projector sold is an immediate opportunity for *plus* sales of EXCEL home movie subjects.

Announcing
the EXCEL Side-Thread Reel

Completely new Amazingly easy to use! Eliminates awkward fumbling and broken film ends Locks film in automatically releases film instantly on rewind No moving parts No springs or clips to manipulate You just place film in slot, thread and press down There's nothing like it anywhere no reloading simple as can be for film Three sizes 16mm 400 and 200 ft — 8mm 200 ft

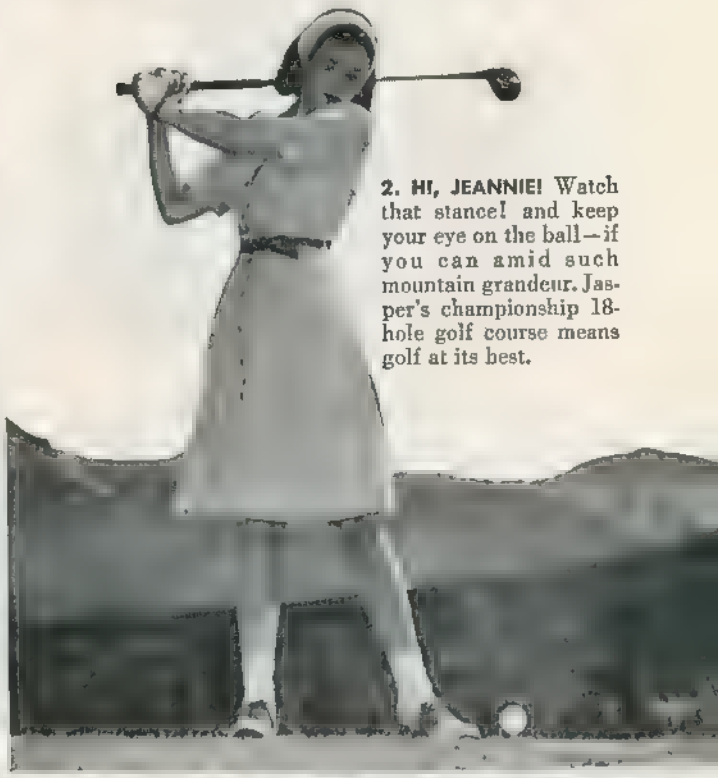
Represented and Displayed By

CHARLES H. CARROLL, 1421 Merchandise Mart, Chicago 54, Ill. • CHARLES H. CARROLL, Room 351, 200 Fifth Ave., New York 10, N. Y
LINDSAY-BERGSTROM CO., Mercantile Building, Denver, Colo. • LINDSAY-BERGSTROM CO., 140 West Second South, Salt Lake City, Utah

Jeannie has a date with JASPER...

JASPER WHO? Why, Jasper National Park, of course — show-place of the Canadian Rockies, 4,200 square miles of matchless mountain playground . . . including the Columbia Icefield — all easily accessible from Canadian National's renowned Jasper Park Lodge.

1. JEANNIE ARRIVES refreshed after her trip via Canadian National's *Continental Limited*. She checks in at the Lodge, changes to riding togs, and is off on a Jasper trail.



2. HI, JEANNIE! Watch that stance! and keep your eye on the ball—if you can amid such mountain grandeur. Jasper's championship 18-hole golf course means golf at its best.

3. JEANNIE WILL LOVE the crystal-clear water in the Lodge's heated outdoor pool. There's tennis, canoeing, hiking and motor trips through the Park. Jeannie's camera will snap lots of action pictures of wild animal life.

4. AH—MUSIC AND GAIETY. Jasper Park Lodge is famed for its luxurious, informal hospitality. A genuinely hearty welcome awaits you. Open June 15 to September 15. Rates from $10 per day, including meals. Accommodation, 650 guests.

No Passport Required

MAKE YOUR RESERVATIONS EARLY. Write or call now for full information on Canadian National's *Rail Trail* Tours to Canada's unlimited vacationlands. Canadian National Railways Offices in the U. S. —Boston, Buffalo, Chicago, Cincinnati, Detroit, Duluth, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, Me., San Francisco, Seattle, St. Louis, Washington, D. C. — in CANADA, 360 McGill Street, Montreal.

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CANADIAN NATIONAL

THE RAILWAY TO EVERYWHERE IN CANADA

1. YOU SWIM in mountain-fresh water warmed to 72° comfort at Jasper Park Lodge . . . or in the naturally heated pool at Miette Hot Springs (above).

2. YOU FISH in glacier-fed rivers and lakes where hard-fighting trout literally smash at the fly. Dolly Vardens, speckled and cut-throat trout thrive in these pure Jasper waters. Better bring a spare rod!

3. YOU RIDE and climb above the clouds on Jasper's sky-line trails . . . drive through the glacial-blue world of the Columbia Icefield . . . golf where vacations are unlimited, in Jasper National Park.

4. YOU WANT TO STAY at Canadian National's Jasper Park Lodge. Here famous people from all over the world come each year to loaf, play.

5 big moments of a JASPER VACATION

IN THE CANADIAN ROCKIES

5. MALIGNE LAKE in Jasper National Park is acclaimed by world travelers as "the most beautiful anywhere" . . . Make your reservations early for Jasper Park Lodge. Season June 15 Sept. 15. Come by the *Continental Limited*. Write or call now for full information on Canadian National's *Rail Trail* vacations. No passport needed. Canadian National Railways Offices in the U. S.: Boston, Buffalo, Chicago, Cincinnati, Detroit, Duluth, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, Me., San Francisco, Seattle, St. Louis, Washington, D. C. In Canada, 360 McGill Street, Montreal.

CANADIAN NATIONAL

THE RAILWAY TO EVERYWHERE IN CANADA

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STANDARD OF CALIFORNIA'S

PLANE FAX

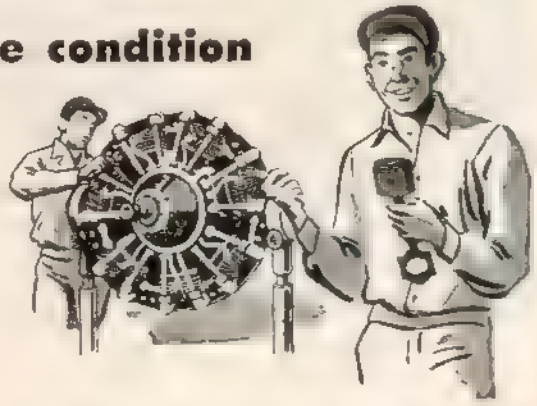
A page of service tips for private flyers and fixed-base operators

High-altitude flying increases light-plane efficiency

You'll get higher cruising speed, better fuel economy, and longer range by cruising a light plane at 6,000 to 9,000 feet. This is due to less drag with the decrease in air density at higher levels. However, improper handling of mixture controls can cause loss of range. When flying above 5,000 feet the carburetor mixture should be leaned until r.p.m. decreases, then enriched enough to recover loss of r.p.m. Maximum economy can be obtained with CHEVRON Aviation Gasoline.

Oil consumption indicates engine condition

Increasing consumption of oil is your first and best warning of mechanical trouble such as worn, broken or sluggish piston rings or worn pistons. To help prevent clogged rings and excessive wear resulting in high oil consumption, RPM Aviation Oil contains a detergent that keeps ring belt areas free from deposits. Another compound in "RPM" makes it cling to hot upper cylinder walls. Some aircraft operators find that the use of RPM Aviation Oil has doubled the time between overhauls when compared with ordinary, uncompounded oils.



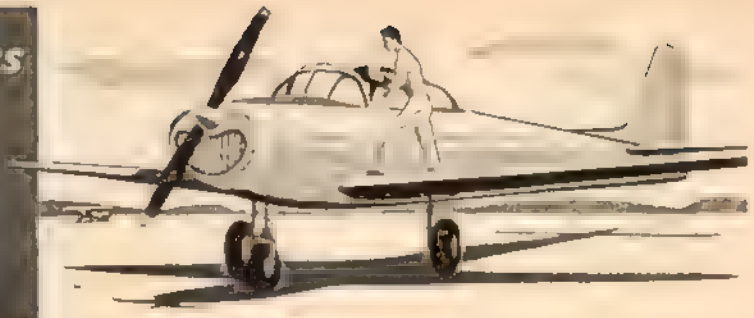
Use care when selecting hydraulic fluids

Some planes are equipped with natural rubber hydraulic tubing and seals, others with synthetic rubber. Natural rubber is damaged by petroleum. It is therefore important to know which kind of tubing your plane is equipped with, and use the proper type of hydraulic fluid. If your plane is equipped with natural rubber tubing use Atlas Brake Fluid, if synthetic rubber, RPM Aviation Hydraulic Oil should be used. For easy identification, this petroleum base fluid is colored red.

CHEVRON NATIONAL CREDIT CARDS AVAILABLE for private flyers, good at airports throughout the United States and Canada. If you reside in the West, write Standard of California, 225 Bush Street, Room 1618, San Francisco, California... or ask the Standard Airport Dealer at your field for an application blank.

STANDARD OF CALIFORNIA'S

PLANE FAX



A page of service tips for private flyers and fixed-base operators

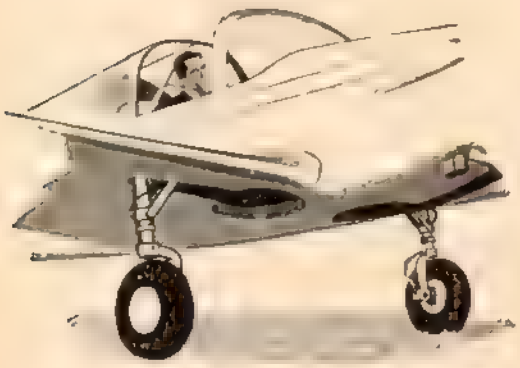
Lead deposits cause of frequent spark-plug fouling

In order to boost octane rating of some aviation gasolines to 80, tetraethyl lead is added to the fuel. In light plane engines this sometimes results in lead fouling on spark plugs. As a result spark plugs must be cleaned frequently to prevent failure. To eliminate this and other difficulties, Standard of California was a leader in producing unleaded 80-octane aviation gasoline which was enthusiastically welcomed by light plane operators. Chevron Aviation Gasoline 80 is recommended for virtually all engines under 450 horsepower.

"RPM" reduces costs for Alaska Coastal Airlines

"Since changing to RPM Aviation Oil our engines are in much better condition at overhaul time than ever before," writes O. F. Benecke of Alaska Coastal Airlines. "We have also found that we may operate our engines for longer periods between overhauls on RPM Aviation Oil. We have been able to increase this time to over 800 hours and find engines in such excellent shape that overhaul periods may be extended to even longer periods . . . oil consumption remains low, starting is readily accomplished and there is a noticeable lack of foaming."

How to pick the right hydraulic oil for your plane



Standard of California has perfected three petroleum oils for hydraulic systems, struts and brakes with synthetic rubber seals. RPM Aviation Hydraulic Oil No. 1 has proper viscosity to minimize leakage, and is recommended for personal planes. RPM Aviation Hydraulic Oil No. 2 is lower in viscosity and is designed for use at temperatures below minus 40° F. RPM Aviation Hydraulic Oil No. 3 is similar to No. 2, but its anti-corrosive compound makes it valuable in protecting hydraulic systems in storage

CHEVRON NATIONAL CREDIT CARDS are good at airports throughout the United States and Canada. Ask your Standard Airport Dealer in the West . . . or write to Standard of California, 225 Bush St., Room 1618, San Francisco 20, Cal.

GRUMMAN "MALLARD" COOLED BY FEATHER WEIGHTS...

The Grumman "Mallard" was designed to qualify for the highest air carrier rating. The oil coolers had to operate under severe temperature and pressure conditions, yet be light . . . strong . . . compact. Aluminum brazing of thin sections permitted the construction of coolers that are stronger and light in weight. A unique wind tunnel—the largest, most modern in the industry—allowed a basic research program which resulted in oil coolers meeting the "Mallard's" requirements. Clifford FEATHER WEIGHT Oil Coolers made an important contribution to this great plane . . . here's why:

- They "stand up" under temperature, pressure, vibration and shear, which usually cause oil cooler failures
- They are designed to meet the exacting requirements of Army-Navy Aeronautical specifications for strength and performance.

Inquiries concerning aluminum oil coolers are invited. Clifford Manufacturing Company, 561 E. First Street, Boston 27, Mass. Offices in Detroit, Chicago and Los Angeles.

The "MALLARD"
by Grumman

Latest in a long line of famous amphibians, it recently passed C.A.A. tests so stringent that most craft now in regular airline service would fail to qualify.

CLIFFORD

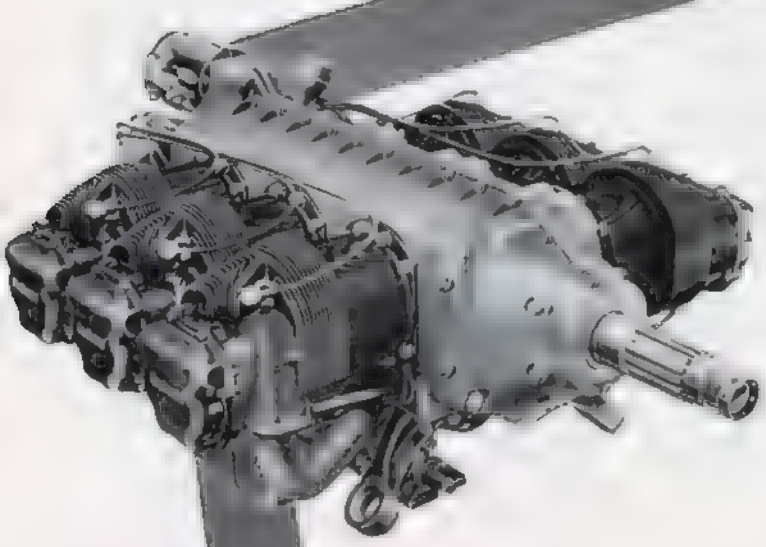
Feather Weight ALL-ALUMINUM OIL COOLERS

HYDRAULICALLY-FORMED BELLOWS

Aviation News

A McGRAW-HILL PUBLICATION

APRIL 21, 1947



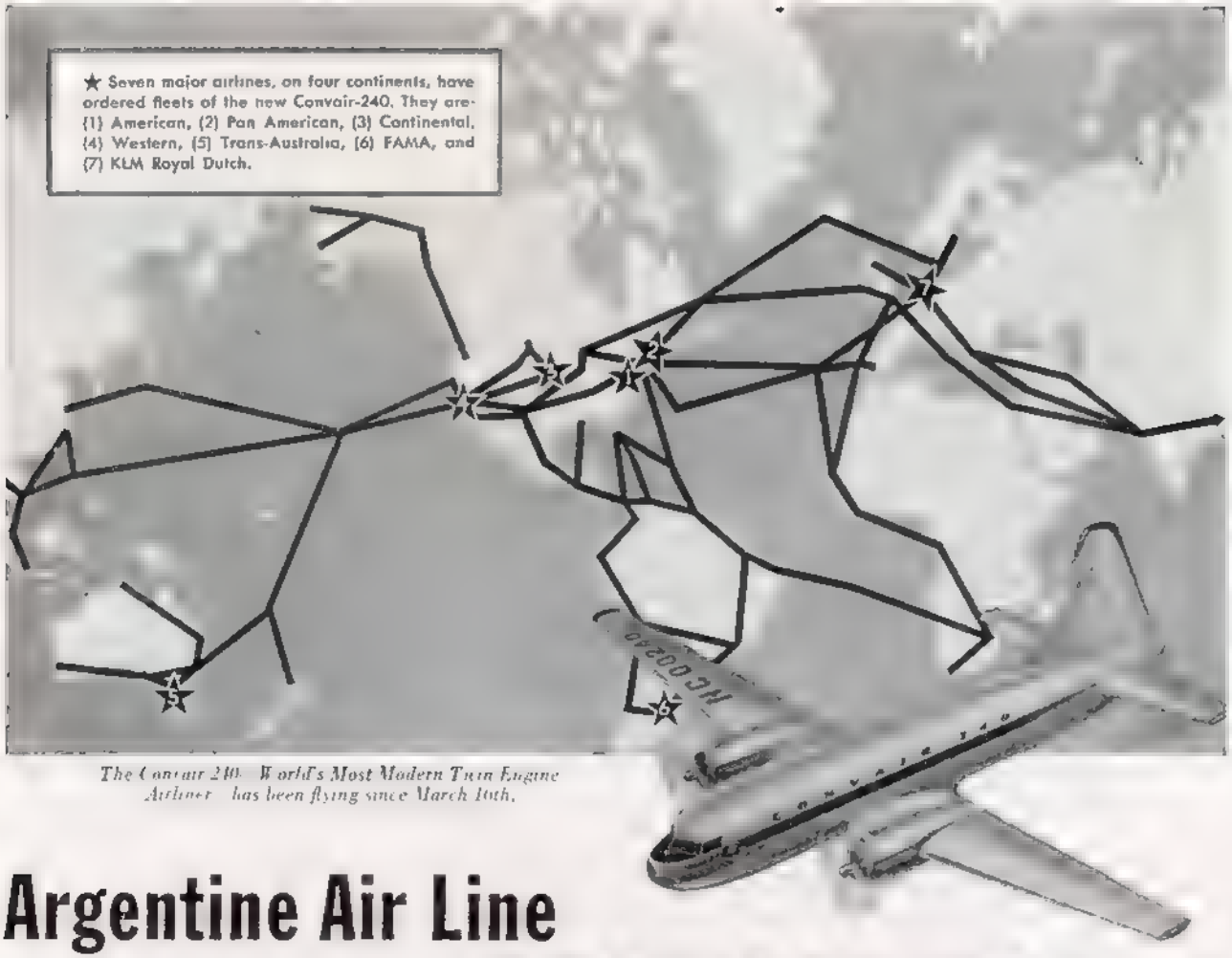
E165

Typical Red Seal
high performance,
at low engine speed.

POWER BY
Red Seal
Engines
CONTINENTAL

One of Continental's nine great engines for personal, executive and feeder line planes.

Continental Motors Corporation


★ Seven major airlines, on four continents, have ordered fleets of the new Convair-240. They are: (1) American, (2) Pan American, (3) Continental, (4) Western, (5) Trans-Australia, (6) FAMA, and (7) KLM Royal Dutch.
1
2
3
4
5
6
7

The Convair-240—World's Most Modern Twin Engine Airliner—has been flying since March 10th.

Argentine Air Line orders 5 new CONVAIR-240's!

FLOTA Aerea Mercante Argentina (FAMA) has ordered a fleet of five new Convair-240's at a cost of approximately 1½ million dollars.

FAMA will assign their new fleet to the important Buenos Aires-Rio De Janeiro and Buenos Aires-Santiago routes. FAMA passengers, crossing the high Andes, are going to enjoy the low-level flight comfort of the Convair-240's pressurized, air-conditioned cabin . . .

as well as 300-mile-per-hour speed!

In choosing its new airliners, FAMA has joined the growing list of world-famous airlines which have placed orders for the Convair-240, built by Consolidated Vultee.

The company which built approximately 37,000 planes during the war.

The company which operated a vast trans-Pacific airlines service for the Air Transport Command.

The new Convair-240 will carry 40 passengers at an exceptionally low operating cost per passenger mile. But that's only part of the story . . .

Below you'll find some reasons why the Convair-240 establishes a new concept of "Air Travel for Everybody!"

Why you'll enjoy flying in the Convair-240

1. **Air-conditioned comfort!**
2. **40 passengers — at 300 m.p.h.!**
3. **Auxiliary jet-exhaust thrust — for added speed!**
4. **Reversible-pitch propellers for smoother landings!**
5. **"Low level" flight comfort at high altitudes!**
6. **Heated wings prevent icing!**
7. **Lands level!**
8. **You relax in easy-chair comfort!**

CONSOLIDATED VULTEE AIRCRAFT CORPORATION

San Diego, California • Downey, California • Wayne, Michigan (Stinson Division) • Fort Worth, Texas • Nashville, Tennessee

It's more than just a coincidence...

Curtiss Electric Propellers are *specified* for all of these outstanding four and six engine bomber and transport types. No other propeller provides all these service-proved features... automatic synchronization... reverse thrust... hollow steel blades... selective fixed pitch... dependable feathering... thermal de-icing... all-lever control... unit serviceability... all-temperature reliability... flexibility of electrical control.

Lockheed 649 and 749 Constellation
Boeing B-50 Super Fort
Lockheed XR60 Constitution
Consolidated Vultee B-36 Super Bomber
Martin JRM Mars
Boeing 377 Stratocruiser and YC-97 Series Transports
Consolidated Vultee XC 99 Transport
Douglas C-74 Globemaster
Douglas DC-6
Republic RC-2 Rainbow and XF-12 Photo Recon.

CURTISS ELECTRIC PROPELLERS

A PRODUCT OF CURTISS WRIGHT
FIRST IN FLIGHT
PROPELLER DIVISION
CALDWELL, N. J.

AVIATION WEEK

DEC. 22, 1947

INCORPORATING AVIATION AND AVIATION NEWS

A McGRAW-HILL PUBLICATION

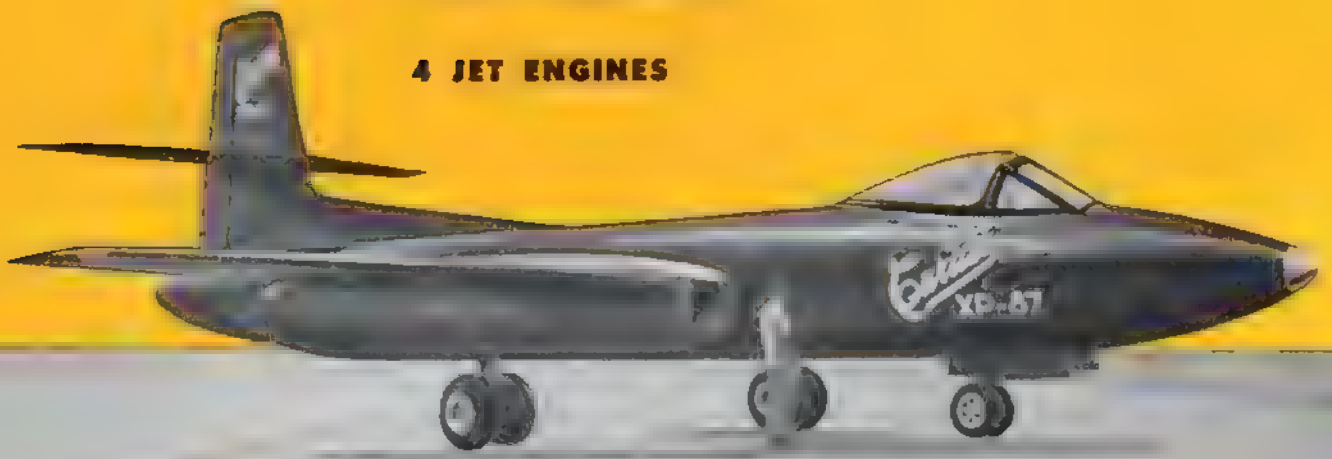
INTRODUCING . . .

THE CURTISS XP-87...

FIRST FIGHTER AIRCRAFT

EVER POWERED BY

4 JET ENGINES



▸ **Curtiss-Wright**—producer of many famous fighter airplanes, starting with the very first pursuit ship (P-1) and including the famed P-36 and P-40 Hawk series—pioneers again with the Curtiss XP-87, the first four engine jet-propelled fighter airplane for the U. S. Air Force.

▸ **One of the largest** fighter aircraft of its type built by any nation, with a wing span of approximately 60 feet and overall length of about 65 feet, the XP-87 is operated by a two-man crew and powered by four Westinghouse jet engines.

▸ **The Curtiss XP-87** is specifically equipped for operating under extreme weather conditions . . . it embodies the most recent advances in anti-icing equipment.

▸ **The new airplane** is now undergoing ground and taxi tests. At their completion, it will be taken to the Muroc Army Air Base, Muroc Lake, California for flight testing.

FIRST IN FLIGHT

CURTISS WRIGHT

Airplane Division

COLUMBUS, OHIO

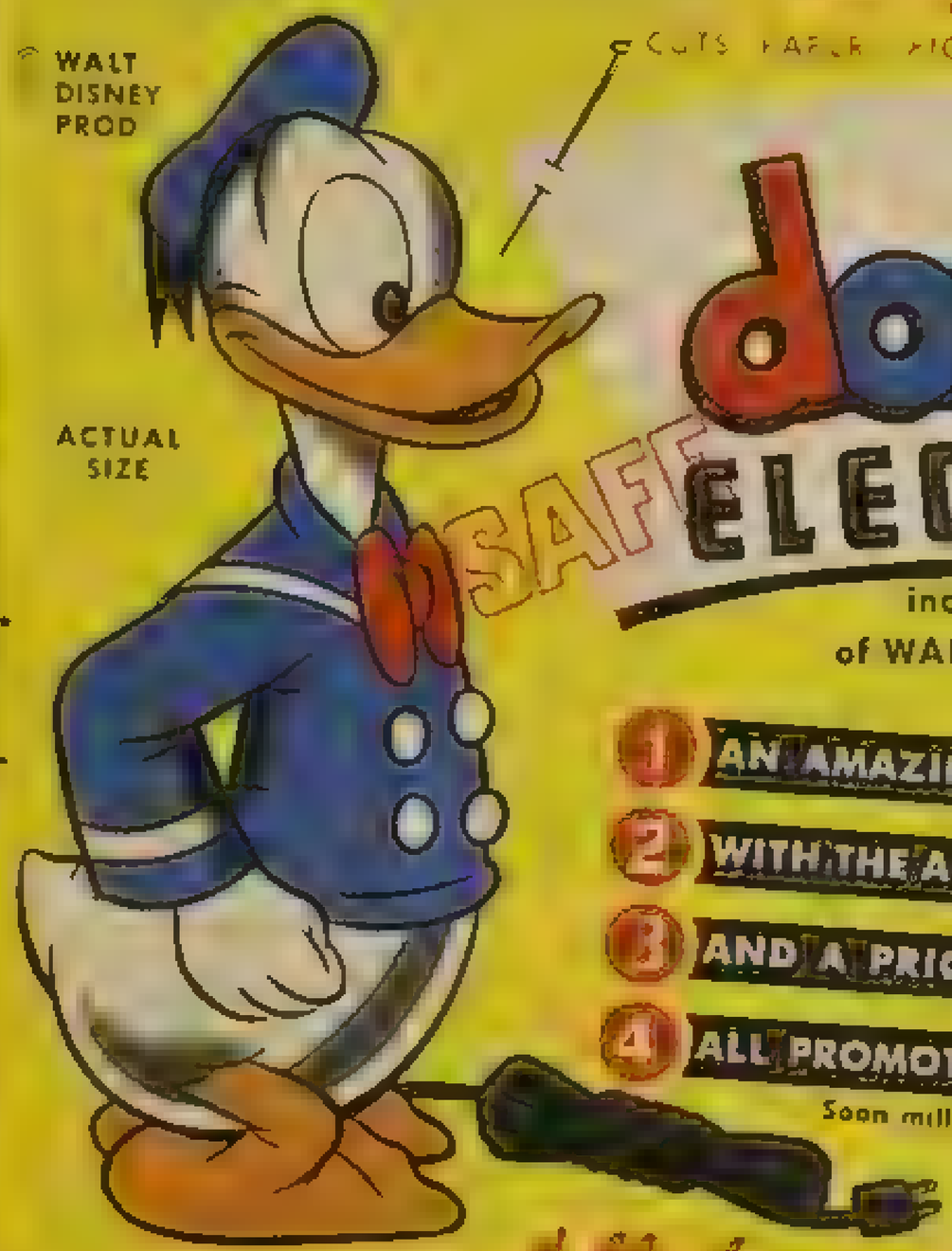
DEVELOPING FLIGHT TO MEET THE FUTURE

donald duck *like you've never seen him before*

CUTS PAPER PICTURE CARTOONS

WALT DISNEY PROD

ACTUAL SIZE



donald duck ELECTRIC SCISSORS

SAFE

$2.00

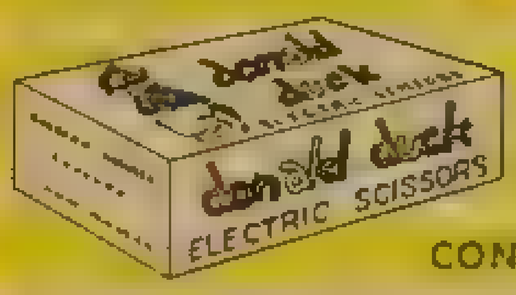
including complete portfolio of WALT DISNEY character cut-outs.

1. AN AMAZING INVENTION, A NATURAL IN ITS OWN RIGHT
2. WITH THE ADDED SMASH APPEAL OF PHENOMENAL DONALD DUCK
3. AND A PRICE THAT'S TAILORED FOR TODAY'S MARKET
4. ALL PROMOTED AND REINFORCED BY A NATIONAL AD CAMPAIGN

Soon millions will read about the Donald Duck Electric Scissors in national magazines, including special children's publications and the widely read comic books

COLORFUL PACKAGE

All these exciting elements in one terrific toy!



IT'S NEW, DIFFERENT, DOWNRIGHT FASCINATING • IT'S GLAMOURIZED BY EVER-APPEALING DONALD DUCK • IT'S ELECTRICAL, MECHANICAL, BUTTON-CONTROLLED • IT'S A PRECISION TOY THAT'S ABSOLUTELY SAFE • IT'S BRIGHT, COLORFUL, PRACTICALLY ALIVE • IT'S SMART, BIG-TIME, EXPENSIVE LOOKING • IT'S UNBREAKABLE PLASTIC FOR ROUGH AND TOUGH TREATMENT • IT'S INSTRUCTIVE, CREATIVE, ACTUALLY USEFUL • IT'S TOP NOTCH FUN FOR BOYS AND GIRLS ALIKE • IT'S THE PERFECT TOY FROM FOUR TO FOURTEEN.

ABSOLUTELY SAFE!

The Donald Duck Electric Scissors is an ingenious toy based on a vibration principle. It is actually safer than blunt kindergarten scissors. No matter how hard you try, you can not cut anything but paper. Because these outstanding safety features are so foolproof, the Donald Duck Electric Scissors have been underwritten by one of the world's largest insurance companies. (This is clearly explained right on the self-selling eye-appealing package.)

WATCH TOY SALES ZOOM!

SHIPPING DATA: Packed 48 packages per carton. 55 pounds per carton. F.O.B. Chicago. Counter display in carton. Newspaper mats available on request.

SEND IN YOUR ORDER NOW!
NO SALESMEN! NO JOBBERS!
Use the Coupon

ROYAL AMERICAN CO.
1583 MERCHANDISE MART — DEPT. A-10
CHICAGO 54, ILLINOIS

Please rush via fastest way_____dozen (four dozen minimum) Donald Duck Electric Scissors at $14.40 per dozen. Check for $_____ enclosed. C.O.D. accounts send 25% deposit with order. Open accounts accepted if properly rated.

NAME. . . . . .

STREET . . . . . .

ADDRESS. . . . . .

CITY. . . . . ZONE . . STATE . .

packed with **POWER** *-patterned for the* **POCKET**

WALT DISNEY PROD

MICKEY MOUSE SPORT BINOCULARS

A PRECISION PRODUCT

COLORFUL PACKAGE

ACTUAL SIZE

$2.00

DEVELOPED BY ROYAL AMERICAN AS A TREMENDOUS BINOCULAR VALUE

Beamed At Big Profits For You Now and In The Months To Come

GLAMOURIZED BY MICKEY MOUSE FOR A TREMENDOUS TOY PROMOTION TIE-IN

NATIONAL AD CAMPAIGN covering special children's publications and the widely read comic books will soon tell millions about the Mickey Mouse Sport Binoculars. Read a time also scheduled

HERE ARE FEATURES FOUND ONLY IN THE MOST EXPENSIVE GLASSES

LENSES are

- Galilean magnifier type
- Made from the finest quality glass
- Optically ground including edges
- Pitch polished by the master process
- Absolutely free from distortion
- Matched for maximum power and clarity
- Removable for easy cleaning

FRAMES are

- Precision engineered
- Constructed of unbreakable bakelite
- Adjusted by finger tip focusing knob
- Designed to eliminate reflections

Perfect for pocket or purse –

Royal American's exacting craftsmen have developed the best in binocular features into a colorful super-portable version—a rare combination of power, size and beauty. They measure only 1 ¼" (front maximum) x 3⅛" x 2 ¼" (closed) 2⅜" (extended) and weigh under 4 ounces! They're smart, big time, expensive looking and so is the striking, self-selling package.

Kids and grownups too will go overboard for these Mickey Mouse Sport Binoculars. Take them along wherever they go on trips and hikes, on hunting and fishing excursions, at all sports events, at concerts, at the theater, at the circus, use them whenever extended eyesight is required.

SHIPPING DATA: Packaged 48 packages per carton. 20 pounds per carton. F.O.B. Minneapolis. Counter display in carton. Newspaper mats available on request.

SOMETHING ELSE YOU SHOULD KNOW

Jewelry, Optical, Photographic and Sporting Goods counters are now featuring these same binoculars for all age groups under the name POCKET PAL. POCKET PAL will also be nationally advertised in consumer magazines and on the radio. Same ordering data is apply.

ROYAL AMERICAN CO.
1561 MERCHANDISE MART DEPT. AS-16
CHICAGO 54 ILLINOIS

Please rush via fastest way _____ dozen. Four dozen minimum. Mickey Mouse Sport Binoculars at $14.40 per dozen. Check for $ _____ enclosed. C.O.D. accounts send 25% deposit with order. Open accounts accepted if properly rated.

NAME

STORE

ADDRESS

CITY ZONE STATE

SEND IN YOUR ORDER NOW!
NO SALESMEN... NO JOBBERS...

[illegible] against the Christmas-time peak. Deliveries are under way. Department stores, chains, syndicates: wire or phone DELaware 8757.

Presenting the New And Improved

ALL METAL

JUMPING JEEP

Looks And Performs Just Like The Real Thing

Here's action and fun galore. This sturdy durable all-metal jumping jeep is just the toy you have been looking for and the kind youngsters go for. Parents as well as children are quick to appreciate its easy-to-wind long-running motor that provides an amusing action toy — in short —

ACTION GALORE

Note These Additional Features

Rounded, smooth corners—completely enclosed mechanism—salient spots welded—easy to wind—bright red baked enamel finish.

Individually boxed, packed 3 dozen to carton—shipping weight approximately 45 lbs.

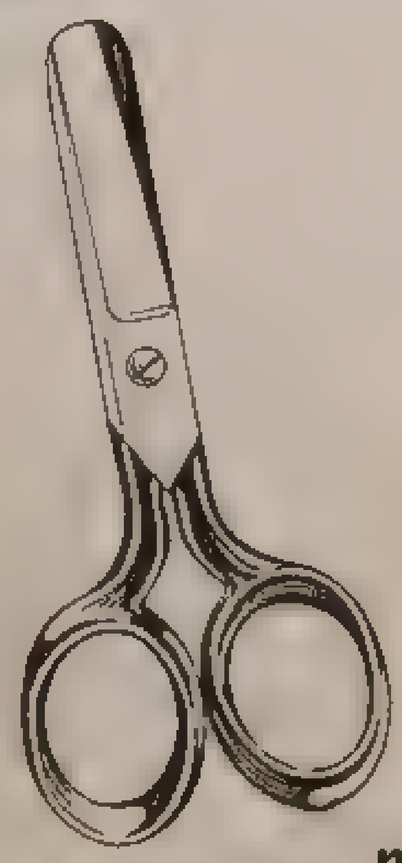
Write, Wire or Phone

DUNCAN MANUFACTURING CO., INC.

10-41 47th Avenue STillwell 4-1278 Long Island City 1, N. Y.

Acme SHEAR & SCISSORS TIPS

Trade up!



young customers need better quality scissors

When young Americans make their first purchase of scissors they're entitled to a quality product!

Why not give it to them? Why risk disillusioning them right when building confidence is important?

Acme Children's Scissors have the same dependability, the same true-cutting qualities that have made the Acme name famous for 70 years. They're real scissors that cut and keep on cutting both paper and cloth.

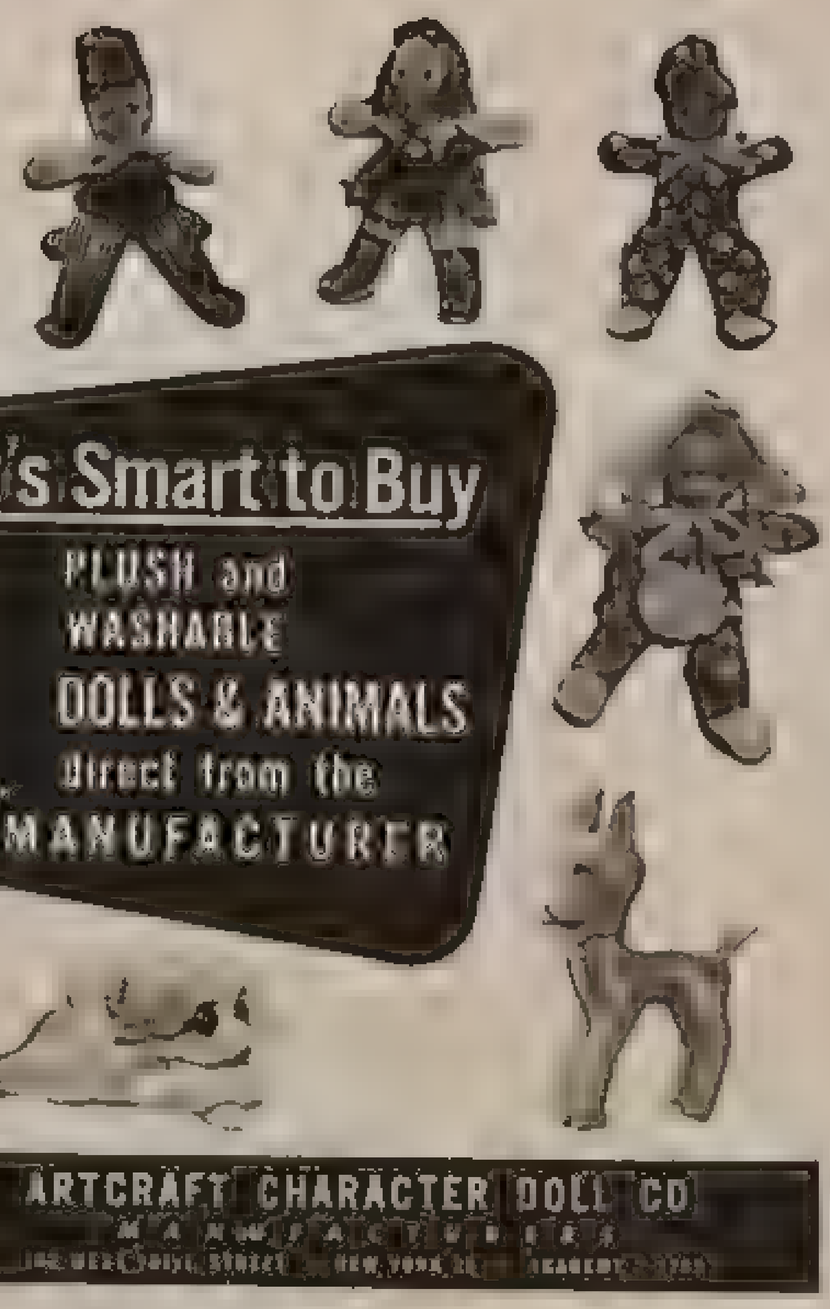
Blunt ends, of course, and edges that are sharp yet safe. These better scissors have wide acceptance in schools. They are known to teachers and to parents.

Step up your scissors profits by *trading up*. Deliveries are still a problem but our production is being increased as much as conditions will allow. In the meantime, keep asking your wholesalers for samples and prices of Acme Scissors.

ACME SHEAR CO.
BRIDGEPORT 1
CONNECTICUT

Makers of
ACME • EVERSHARP
PURITAN • WINDSOR
KLEENCUT • AMER CUT

Keep Your Eye on ACME!



It's NEW

TRIPLE LIFE (Self Sealing)

Professional

DART BOARD

ALSO

GAMES AND TOYS OF DISTINCTION

Ideal Games, Inc.

14712 East Seven Mile Road
Detroit 5, Mich. Phone: PRospect 5470

SOON—THE RETURN OF OUR SUPERB RUBBER TOYS!

BARR

WATCH FOR ANNOUNCEMENTS TO THE TRADE

THE BARR RUBBER PRODUCTS CO. SANDUSKY, OHIO, U.S.A.

For fast...efficient maintenance and repairs...consult one of these

Douglas APPROVED SERVICE CENTERS

1. DC-3, C-47, DC-4, C-54
Douglas Aircraft Company, Inc.
Santa Monica, Calif.

2. DC-3, C-47, DC-4, C-54
Aviation Maintenance Corp.
7701 Woodley Avenue
Van Nuys, Calif

3. DC-3, C-47, DC-4, C-54
Grand Central Airport Company
1310 Airway, Glendale, Calif.

4. DC-3, C-47
Hughes Aircraft Company
Florence Avenue at Teale St
Culver City, Calif

5. DC-3, C-47
Northrop Aircraft Company
Hawthorne, Calif

6. DC-3, C-47
Timm Aircraft Company
Metropolitan Airport
Van Nuys, Calif

7. DC-4, C-54
Matson Aviation Maintenance Co.
Oakland Municipal Airport
Oakland, Calif.

8. DC-4, C-54
Texas Engineering & Mfg. Co.
Grand Prairie, Texas

9. DC-3, C-47
Southern Airways Company
Municipal Airport, Atlanta, Ga.

10. DC-3, C-47, DC-4, C-54
Aircraft Service Corporation
Bradley Field, Windsor Locks
Conn., and Miami, Florida

11. DC-3, C-47
Northwest Industries Limited
P.O. Box 517
Edmonton, Alberta, Canada

12. DC-3, C-47
Canadair Limited, P O. Box 6087
Montreal, Quebec, Canada

13. DC-3, C-47
Scottish Aviation Limited
Prestwick Airport
Ayrshire, Scotland

14. DC-3, C-47
S. A. B. C. A.
13 Rue de Braderode
Brussels, Belgium

15. DC-3, C-47
Societa per Azioni Fiat
Turin, Italy

16. DC-3, C-47
Northwestern Aeronautical Co.
Holman Field, St. Paul 1, Minn.

The world-wide network of Douglas Approved Service Centers is taking shape. Here operators will find skilled men trained in servicing and repairing Douglas transport aircraft. Work is done fast... it is done well... and it is also done at minimum expense.

Only these *approved* centers have access to Douglas field and factory technical assistance, quality control methods, and the latest information from Douglas so vital in making repairs letter-perfect.

WARRANTED DOUGLAS PARTS are now available for the repairing and servicing of Douglas airplanes. Look for the Douglas emblem on these warranted Douglas parts.

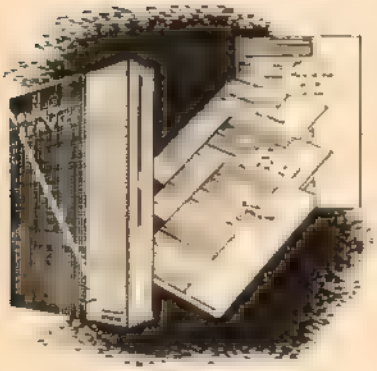
For more complete information, write:

DOUGLAS AIRCRAFT COMPANY, INC.
SANTA MONICA, CALIFORNIA

DOUGLAS

DOUGLAS 9-POINT SERVICE PROGRAM

...cuts maintenance costs ...keeps planes flying!

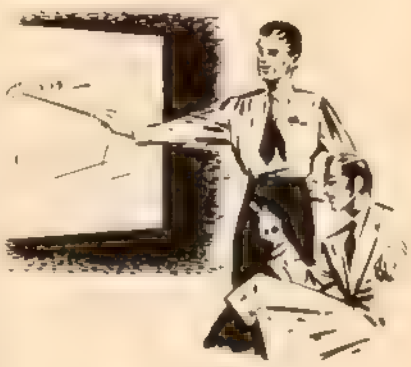


SERVICE PUBLICATIONS

The Douglas Service Magazine reaches 10,000 people monthly... is packed with useful data on service methods. Other Douglas publications aid operators get better service at lower cost.

SERVICE EQUIPMENT

Hand tools, hangars, fixed docks, loading and handling equipment - these and many other types of specialized service aids help operators speed maintenance and operations.



MAINTENANCE TRAINING

Today the finest designs in the world for mobil. training aids are in Douglas files. Classroom instruction and shop demonstrations are also provided for trainees at Santa Monica.

A Dependable, World-Wide Service Program to Aid Operators of Douglas Transports

● Are your maintenance costs in line? Is your service work done as quickly and as expertly as possible? Operators of Douglas equipment can say "Yes" to these questions if they are taking full advantage of the Douglas 9-point Service Program.

The entire resources of this company through Douglas Service are aimed at one objective: to make Douglas transports the most "usable" airplanes in the world. Experienced men are trained especially for Douglas service work. They alone have access to the latest facts so vital for fast, expert repairs at reasonable cost. Special tools, methods, and facilities... factory-made parts—all speed work under the Douglas Program.

Your profits depend on the number of hours your planes are *in the air*. Keep 'em flying and save money by using this 9-point Service Program for Douglas transports.

DOUGLAS AIRCRAFT COMPANY, INC., SANTA MONICA, CALIFORNIA

RELY ON THIS DOUGLAS 9-POINT PROGRAM

1. FIELD SERVICE REPRESENTATIVES
2. PLANT SERVICE ENGINEERS
3. ENGINEERING-SERVICE LIAISON
4. SERVICE PUBLICATIONS
5. SERVICE EQUIPMENT
6. MAINTENANCE TRAINING
7. SERVICE ANALYSIS
8. SERVICEABILITY
9. SERVICE CENTER SYSTEM

If you are not taking full advantage of the services offered by Douglas, write for a free copy of our booklet "Service Program for Douglas Transports."

MORE PEOPLE FLY MORE PLACES BY DOUGLAS

Colorful EAGLE BALLS

Eagle presents an outstanding line of toy balls — for year 'round profits. Eagle Balls are lively — retain their bounce indefinitely. Eagle Balls are beautiful in color, design and finish. Illustrated above are but a few of the balls from the extensive Eagle line. Eagle Balls have won definite leadership for quality and attractiveness. Order Eagle Balls today and cash in on their great popularity.

The Eagle Line is Distributed Through Leading Jobbers

STARTLING NEW BALLOON SHAPES and COLOR EFFECTS by EAGLE

- ★ LIFE-LIKE PENGUIN with body, head and beak. Available with feet if desired to make a very effective toss-up
- ★ FUNNY BUNNY with head, body and inflatable ears. A laughable figure that children will love
- ★ DRAGON with humped back and projecting tongue. A mysterious animal revealed as this balloon is inflated
- ★ *These three novelties, with Eagle's attractive 7 C CAT HEAD are available in a new all-novelty assortment. Ask for Eagle's No. 9 ALL-NOVELTY ASSORTMENT*
- ★ TWISTING SPIRALS in shining colors. Attractive to children and adults alike
- ★ The ever-popular WRITHING SERPENT in beautiful clear colors
- ★ The long NOBBY, connecting bubbles of brilliant color. Fun to blow up and appealing in shape.
- ★ *All of the above long novelties are furnished in Eagle quality, with No. 425 AIRSHIP, in Eagle's new No. 10 LONG NOVELTY ASSORTMENT*

Have you seen Eagle's new VARI CRYSTALS? They're gorgeous — sensational!

WILDWEST ASSORTMENT

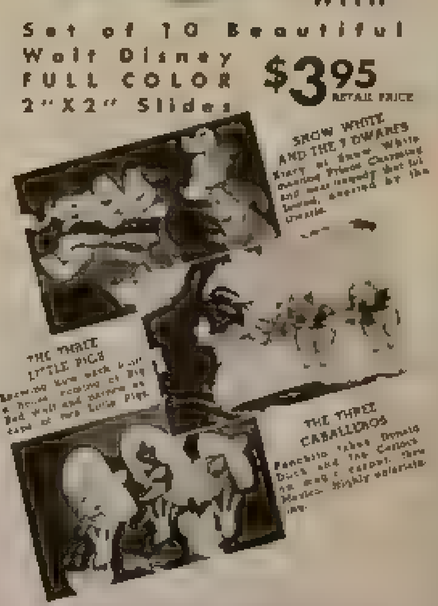
Many popular "prints" and assortments are offered in the Eagle line.

Displays:

NEW YORK . . . . Room 538, 200 Fifth Ave. LOS ANGELES . . . . 307 West 8th Street

EAGLE RUBBER CO., INC. · Ashland, Ohio

WITH
Set of 10 Beautiful
Walt Disney
FULL COLOR
2" X 2" Slides
$3.95 RETAIL PRICE



AN ATTRACTIVE OFFER THAT IS SELLING FAST
AVAILABLE FOR IMMEDIATE DELIVERY Dept. 104

HOLLYWOOD FILM ENTERPRISES, Inc.
6060 Sunset Blvd. Hollywood 28, Calif.

OUTSTANDING

BLACKBOARDS

Fine furniture for the child's room ... designed and constructed ... Sizes 18" x 24" to 36" x 48". Sturdy ... uniform gray ... covered, ... beautifully finished and ... Limited ... Sizes 18" x 24" ... Sizes 24" x 36" ... 36" x 48" ... wear ... easy ... and cleaning with ... soft cloth ... prevent ... and ... Attractive ... Ideal ... and ... Ample ... features ... folding ... new ... fold ... space ... saving ... Height ... Sizes, ... with ... chalk ... shelf ... Sizes ... wipe ... with ... cloth ... Sizes ... wipe ... with ... damp ... cloth ... Sizes ... wipe ... with ... damp ... cloth

TREND HOUSE

MAIN OFFICE:
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Chicago 22, Illinois

EXPORT OFFICE:
D. A. Arroyo
5323 W. Lake St.,
Chicago 44, Illinois

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MIDWEST SALES
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BARCLAY TOY SALES CO.
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TOYS and NOVELTIES — September 1947

76

toys that RING

GONG BELL

Toys that have been favored in leading stores for many years . . . because of the distinctive feature of

81 years
building good will
and profit
for the
Toy Departments
of America

the GONG BELL Manufacturing Co.
200 Fifth Avenue New York 10, N. Y.

EXCEL IS THE ONLY LOW PRICED PROJECTOR WE KNOW APPROVED BY THE UNDERWRITERS' LABORATORY

It's A Fact . . . KIDS LOVE MOVIES

It's natural for kids to love movies . . . and it's good business for you to feature EXCEL Home Movie Projectors in your store. Parents are used to bikes and electric trains, but toy movie projectors command enthusiastic preference born from the rapidly growing mass acceptance of home movies for family entertainment. The EXCEL line features everything from lowest priced hand operated models to deluxe motor projectors . . . so safe, so simple, so dependable any child can use them!

No other toy you sell offers year 'round repeat business—for as every razor sold creates continuous razor blade sales, so, too, an EXCEL toy projector in the home creates a steady demand from the children for more and more EXCEL home movie subjects.

EXCEL MOVIE PRODUCTS, INC., is under new management . . . and that means advanced engineering—modern organization—mass production techniques—greatly expanded plant and laboratory facilities . . . all combined to assure you new and better EXCEL products.

Be Sure to See the Exciting New EXCEL Projector Models at the March Toy Fair.

Excello

EXCEL MOVIE PRODUCTS, INC.

4234 Drummond Place • Chicago 39, Illinois

STAFFORD

Adds 7-Car Train Set

The New STREAM-LINER

No. 2067
8 Assorted Colors
Suggested Price $2.00

The same Stream Liner that will support the weight of a 200 lb. man — the new and improved red Caboose—and 5 Gondola Cars in assorted colors. Each unit is formed from one piece of 20 gage steel, without rivets, tabs or fasteners of any kind. The finish is baked enamel.

Bigger Value—Bigger Profit

THE TRAIN WITH *"Eye and Buy"* APPEAL!

SPECIFICATIONS

No. 2067	Color	Length	Width	Height
7-Car Train Set		49¾"	1½"	2"
Stream Liner	Black	12½"	1½"	2"
Gondolas	6 Assorted	6½"	1½"	2"
Caboose	Red	6 "	1½"	2"

Shipping Unit—1 Dozen Train Sets — Shipping Weight—25 lbs.

Each Train Set packed in a colorful display carton

49¾ INCHES LONG

See Us at Room No. 1004, Hotel McAlpin, During the Toy Fair

Write or wire for further particulars

Order through your Jobber

STAFFORD CORPORATION • 1810 E. ATWATER CA 7970 DETROIT 7, MICH.

Seaplane Operators!

Increase Your Sales

Use these Ads to Attract New Trade

Here is a ready-made advertising service to bring you new seaplane students, new customers and sales. Maybe you've wanted to advertise but found ads hard to prepare. Edo has done the work for you, by making up two sets of small-size newspaper ads in mat form. Six to a set, they cover all types of float flying and save you the cost of an agency and expenses for art, type and production.

Edo gives you these mats at half of cost: $1 for each set of six mats. You then buy low-cost newspaper space at local rates and sign each ad with your own name and address. Get new sales, cash in on national magazine float advertising, by telling your public where you are and what you offer.

Order Edo advertising mats, also road markers and dealer signs, through your
EDO DISTRIBUTOR

Edo
FLOATS
FOR REAL FUN IN FLYING

EDO AIRCRAFT CORPORATION, 660 Second Avenue College Point, Long Island, New York

In Canada: MacDonald Bros., Winnipeg

Riding high, wide and handsome

● This giant kiln, 426 feet long and nearly 13 feet in diameter, is used in cement making. Dividing it into seven sections solved part of the problem of shipping it by rail, but still there remained the question of clearances.

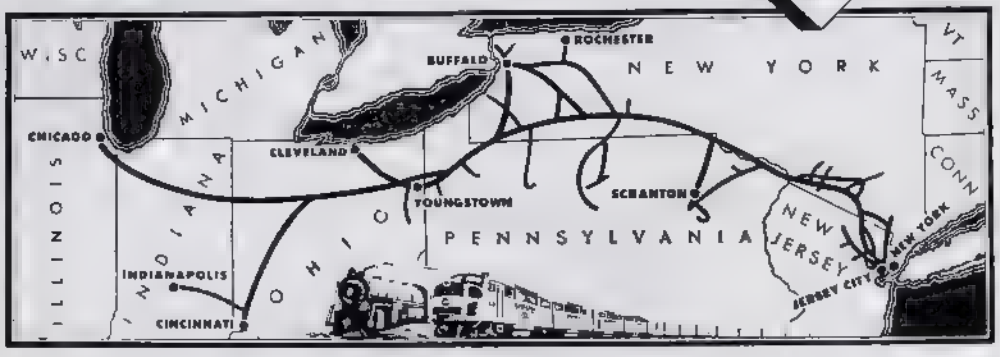
Would its size permit passing freight cars on adjacent tracks and through bridge openings? Clearance engineers assured the manufacturer that it would *—if shipped on the Erie!*

For clearances on the Erie are higher, wider than on any other railroad between Chicago and New York. Important too, the Erie has men skilled in dealing with huge shipments in a wide variety of shapes and dimensions.

But large or small, *every* shipment on the Erie receives careful attention that results in *safe, dependable* transportation. That's why shippers everywhere say "Ship it Erie."

Erie Railroad

SERVING THE HEART OF INDUSTRIAL AMERICA



J. DAVID FINGER (left) has been operator and manager of three airports, has operated a flying school and aircraft service for nine years and has been in aviation since 1939

BERNARD S. CHODOS, Co-Owner and Supervisor of Flights at Westchester Airport, Inc., has been in aviation since 1937, holds a Civil Aeronautics rating for Primary and Commercial Flight Tests and helped develop The Westchester Airport Maintenance Shop

"WE ARE GETTING first class performance"

Says J. David Finger, Manager and Co-Owner of Westchester Airport, Incorporated: "Since we at Westchester Airport, Inc. have changed over to Esso Aviation Products, we have found that we are getting first-class performance with low overhaul and maintenance costs."

The high quality and dependability of Esso Aviation Products are backed by over 40 years' aviation experience, over 2000 research scientists at the largest petroleum research laboratories in the United States . . . *and* the industry's largest aviation test cell.

Esso Aviation Products and sales promotion aids mean profits and friends to the hundreds of Esso Aviation Dealers from Maine to Texas . . . and Happy Flying to thousands of Esso users.

See the New Fisher-Price Toys

ROOM 417 200 FIFTH AVE., N.Y.C.

NO. 180 SNOOPY SNIFFER

Yes, we have new toys, and some very ingenious new thoughts. Some will be shown at the Toy Fair. But let's not forget what really counts. The fundamentals of a child's play do not change. No matter how brilliant the new Post-War pattern—a fundamental knowledge of the Toy Business is what counts. For that reason our toys are the backbone of the majority of good Toy Department operations countrywide for the 2—6 year olds.

Fisher-Price toys provide sturdy construction, amusing action, ingenuity of design, color and sound—and most important, lasting play value.

FISHER PRICE INC. TOYS EAST AURORA ERIE COUNTY NEW YORK

FISHER-PRICE Toys INC.

EAST AURORA, ERIE COUNTY, NEW YORK

EXTRA-SALES APPEAL!

New CADET BUGLER

The new Cadet Bugler is headed for nation-wide popularity. A real musical instrument, it can be played in drum and bugle corps, is pitched an octave higher than a regulation bugle. "Big brother" of the famous Bugle Boy and a direct descendant of the Aman Bugle, whose success was proven in its "hitch" in the Army.

Of red, white and blue plastic, the Cadet Bugler is 8¾" from mouthpiece to bell. Each is attached to an attractive card designed for use as a display piece or easel music stand . . . complete with instructions and bugle calls. Excellent for music store or toy department promotion, it's proven a best-seller everywhere.

Each Cadet Bugler mounted on this unique Music Stand-Display Card.

By the makers of

CATAPLANE, BUGLE BOY, AMERICAN SONGSTER, BOY BUGLER, MUSICAL BUBBLE PIPE

Chicago Toy Co.

A division of

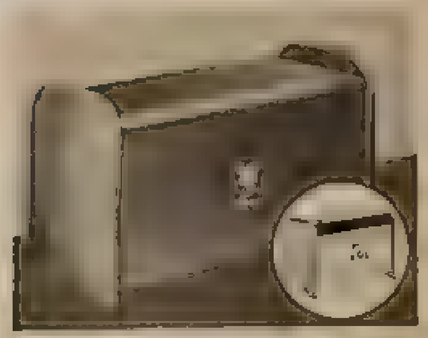
CHICAGO MUSICAL INSTRUMENT CO.

30 E. ADAMS STREET, CHICAGO 3, ILLINOIS

New BETTER, FINER JUVENILE FURNITURE

Designed and Built as Fine Furniture Should be Built!

No. 1801-L "Little Deb" Upholstered Leatherette Rocker. A large, attractive, extravagantly-padded child's rocker with a steel spring tilted seat. Back upholstered in heavy washable leatherette, self-welted at seams, and trimmed with upholstered nails. 24 x 20 x 18" with 12" square seat 10" from floor. 2 square rockers are 24" long. Packed two to shipper weighing about 32 lbs. f. o. b. Little Rock. $16.95 list.



No. 1401-L "Little Deb" Sit-A-Way Chest and Seat. A fine piece of furniture. 14" x 26" x 16" Roomy, strongly built, with top upholstered in durable leatherette. Decorated with colorful decal. Packed one to a shipper. wt. about 21 lbs. f. o. b. Little Rock. $14.95 list

BUILT ENTIRELY OF SEASONED SELECT HARD WOODS

DESIGNED BY UNGAR!

Extra strength is added by these corner blocks, hot glued and ballfed in position

Glued dowel pins hold joints rigid at all points of stress

No. 1260-L "Little Deb" Play-Day Table Set. A beautiful set. Massive solid-oak table and two chairs. Table is 19" x 27" x 21". Chairs are 22" high, with 12" square seat. 12" from floor. 2 chairs in one carton. Table and 1 chair in separate cartons. Total wt. about 40 lbs. f. o. b. Little Rock. $26.95 list

NOT mere toys, "Little Deb" juvenile furniture is fine furniture, painstakingly constructed and finished in exactly the same manner as is all better-quality household furniture. Built entirely of select hard woods, finished to a glossy Harvest Tan, every piece is bolted, braced, doweled, glued . . . triple-sanded, triple-lacquered . . . absolutely splinter-proof! Ample in size for children 2 to 12 years old. Correctly and beautifully styled by Ungar. Constructed and finished to be practically "child-proof." Featured by better wholesalers and dealers throughout the Americas, "Little Deb" juvenile furniture is not for price footballing . . . but for the retailer who sells the best . . . at full profit!

OUR CREED—To Maintain Your Good Will and Possibly, Your Business

NORTHWESTERN PRODUCTS COMPANY

2655-2723 Spruce Street St. Louis 3, Mo

PERMANENT SHOWROOMS
NEW YORK 200 Fifth Avenue
CHICAGO 1431 Merchandise Mart
SAN FRANCISCO Western Merchandise Mart

A Positive Must!

See "Little Deb" Fine Furniture, "Little Deb" Appliance Sets and "Pooch-M-Up" Games at our TOY PARK Display — HOTEL McALPIN Rooms 941 943, 945 or at our Permanent Display Room 700 FIFTH AVE., Room 420.

No. 1300-L Work Bench. Authentic, junior size work bench—complete with vise, handy tool drawer, drill and tool-holding rack. Of unfinished oak, sanded smooth to be absolutely splinter-proof. Strongly braced, with bolted and screwed, glued and doweled construction. 18" x 26" x 21". Packed one to a shipper, weighing about 36 lbs. f. o. b. Little Rock. $17.95 list.

No. 1102-L "Little Deb" Keyhole Desk and Chair Set. A Northwestern first. Beautifully made and finished. Desk is 15" x 26" x 25", has four drawers. Chair is 26" high, with seat 12" square 12" from floor. Packed one chair and desk to carton, wt. about 56 lbs. f. o. b. Little Rock. $33.95 list

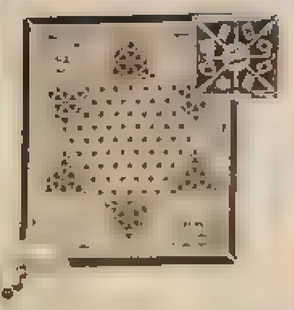
No. 1101-L "Little Deb" Single-Drawer Desk and Chair Set. Roomy drawer. Convenient pencil trough and paper rack. Desk is 15" x 26" x 24". Chair is 22" high, with 11" square seat 12" from floor. Packed one chair and desk to carton, wt. about 24 lbs. f. o. b. Little Rock. $ 7.95 list

NORTHWESTERN PRODUCTS CO.

2655-2723 SPRUCE STREET, ST. LOUIS 3, MISSOURI

200 Fifth Avenue, New York 1433 Merchandise Mart, Chicago Western Merchandise Mart San Francisco

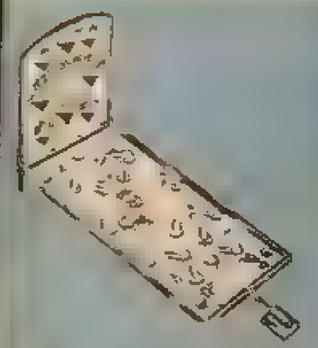
Makers of "LITTLE DEB" and "POOSH-M-UP" Sets and Games



No. 501 518 Chinese Checkers and Auto-Up Rummy. Two games in one! Completely self-contained—tabular nickel-plated steel frame holds marbles. Three-color non-warping heavy processed panel. Individually packed. 12 to shipper. 34 lbs. doz. $1.79 Nst.

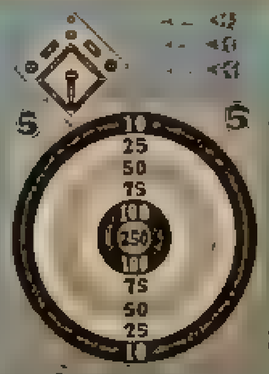
Improved Musical Popeye Pipe. 3" long, 1" high, with four color pictures of Popeye and Wimpy. No. PEP 8 3 gross bulk to shipper with display cards included. Wt. 7 lbs. No. PEP 12 Twelve on display card in folder. 1 gross to shipper. Wt. 12 lbs. 10c list.

No. 402 SGS Poosh-M-Up 5 Game Streamliner. Plays Bagatelle, Put-N-Take Twenty-One, Baseball Pennants. Full-color, non-warping playing field. Gleaming copper-plated metal frame. 7 marbles, folding leg, complete directions. 12 x 32 x 1". One to folder. 12 to shipper. 27 lbs. doz. $1.79 Nst.



No. 405 31 Poosh-M-Up 3 in-1 Pin Game. Plays Baseball, High Score, Put-N-Take. 12¾ x 25. Two playing fields. Separate shooter bar enables players to shoot balls from any position individually contained—4 to shipper. wt. 32 lbs. $2.69 Nst.

No. 178 Jitterbug One Man Band. Ideal for parties, carnivals, bulldogs, picnics, etc. Wonderful as a toy for children. 8" long, 4 1/2" wide. Lithographed metal. 1 to box. 72 to shipper. wt. 27 lbs. 49c list.



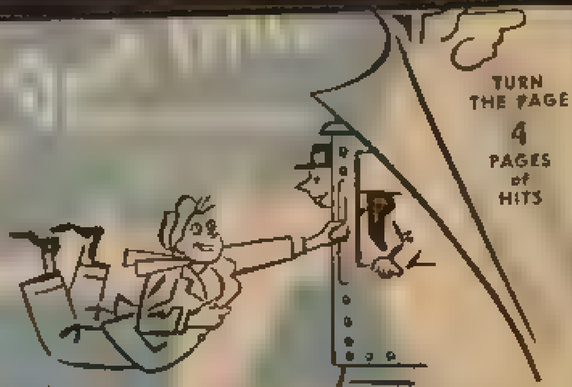
No. 500 408 Genuine Cork Dart and Baseball Games. Outlasts ordinary dart boards 3 to 1. Both sections genuine cork. 17½" square. Individually boxed with 3 darts. 12 to shipper. Wt. 33 lbs. $2.89 list.

The Original Poosh-M-Up! Glass Covered. Automatic Feed and Reload. Self-Contained.

4 In 1 POOSH-M-UP Jr.

No. 400 41 . . . . . $2.00 list

Plays 4 different games—Put-N-Take, Bagatelle, Baseball, Colors. Finished wood frame. 1 blue and 9 "silver" balls. Fully colored field. Non-warping 18" x 12" x 1". One to carton; 12 to shipper; wt. 45 lbs.



TURN THE PAGE 4 PAGES of HITS

HOTEL McALPIN ROOMS 995, 993, 991

or at our Permanent Display Room

FIFTH AVENUE BUILDING—ROOM 420

"Little Deb" MIXER-MAKER

Sturdy, authentic, non-electric replica of regular power mixer. Actually whips cream, beats egg. Geared beater turns 4 times as fast as handle. Die cast for strength. Will last for years. Complete with white egg-shell box. About half size of standard mixers—8" x 7" x 5" over all. One set to decorated box. 2 to shipper wt. about 24 lbs.

No. 211 $1.98 list

"Little Deb" HOSPITALITY TRAY SET

Beautiful non-rusting nickel-plated replica of two-slice pop up toaster with spring action bread holder. Brown enamel tray plus 4 matching gloss finish dishes. About half size of regular sets: 13⅛" x 7⅝" x 3" over all size of complete set. One set to corrugated box. 2 to shipper wt. 35 lbs.

No. 200 $1.50 list

"Little Deb" LEMONADE SERVER SET

A set of rare beauty, designed and finished exquisitely. Lithographed metal holder, equipped with 4 smart glass tumblers and pitcher. A most carefully appointed party toy and a natural for premium and selling. Made of highly lacquered. 2 to shipper wt. about 31 lbs.

No. 207 $3.00 list

Fascinating! Mysterious! Exciting!

ELECTRONIC DARTS

No. 500 808

$3.49 list

All the sport appeal of a regular dart game plus the excitement of electronic scoring. Lights flash as whenever high score areas are hit by darts. Operates on two red carry flash light batteries. Batteries last 4 to 6 months under normal usage. NO DANGER OF SHOCK OR FIRE. Colorful, long-lasting special composition target 17" square. Metal light shield with non-breakable plastic scoring windows that light up. Plastic bound edges. Complete with light bulbs and three weighted steel-pointed darts mounted on sturdy board. 12 to shipper wt. about 50 lbs.

No. 2158 Jitterbug Band Box. Contains Jitterbug One-Man Band, two Musical Popeye Pipes, 12 Balsa... a complete orchestral Rank set packaged in attractive, colorful "sturdy wolf" carton which serves as music stand. 11 x 11½" x 2". 24 to shipper, wt. about 25 lbs. 79c list.

No. 900 "Direct Hit" Realistic! Original! Fascinating! Player actually loads bomb rocks sparks objectives aims sight releases bombs! Colorful playing fields 14 x 18" on each side of standard dart board. Four plastic bombs. Authentic 16" hardwood model plane with adjustable bomb sight. Trigger bomb release. Self-selling container. 12 to shipper. wt. 35 lbs. $2.50 list.

No. 66 Folding-Easel Desk-Type Blackboard. Sturdily built of selected woods, maple finished 29" high, 20" wide, with 12 x 16" two-side blackboard, chalk rail, colorful pictured alphabet, rooney paper and pencil rack. 12 to a shipper, wt. 60 lbs. $2.89 Nst.

NORTHWESTERN PRODUCTS CO. 2655-2723 Spruce Street St. Louis 3, Missouri

Permanent Showrooms — NEW YORK 200 Fifth Ave., CHICAGO 1433 Merchandise Mart, SAN FRANCISCO Western Merchandise Mart

We've Held the Line on Prices—Compare with 1942!

With Task Force Frigid . . . on the Top of the World

On duty with Task Force Frigid. a Fairchild Packet recently disgorged a Helicopter—ready to fly in a few hours.

Part of a series of cold weather tests being conducted in Alaska, it was all in a day's work to the versatile Packet, pack horse of the nation's fast-moving Air and Ground Forces.

This Fairchild design has opened a new channel of military strategy—complete, fast, air-transport of guns, ammunition, vehicles, supplies and men. And it's doing this *now* for an army that hasn't time to travel by land.

It rushes battalions of paratroopers to objectives, dropping them in compact combat groups.

It's a flying troop train for Air-tran-ported Infantry and Artillery Battalions.

It's transformed in a few minutes into a huge flying ambulance for swiftly transporting as many as 34 litter cases and four attendants.

Designed specifically to carry military cargo, The Packet is another Fairchild example of "the touch of tomorrow in the planes of today."

Fairchild Aircraft

Division of Fairchild Engine & Airplane Corporation, Hagerstown, Maryland

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A Smooth Take-Off . . . . .
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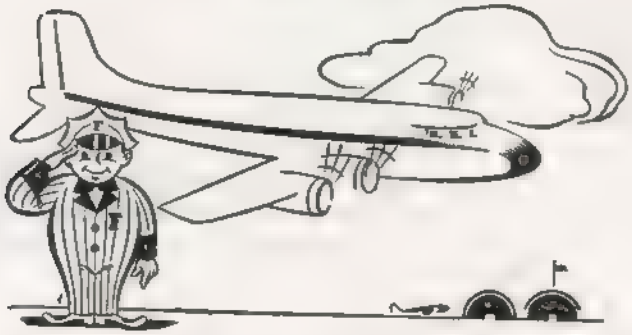

Seal your "air power" with Fitzgerald gaskets—a famous and dependable name in gaskets the world over.

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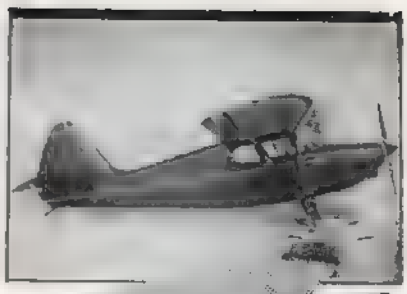
GASKETS

GASKET CRAFTSMEN SINCE 1906



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INCREASE FLYING SAFETY

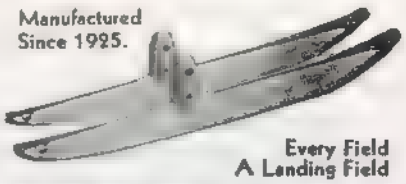
with

FEDERAL
ALL-METAL
Skis

Don't let snow close the airport you operate on. Equip your planes with skis and keep them flying. Make every winter flying hour turn in a profit.

Stimulate flying interest among students and pilots. Encourage more charter trips. When heavy snowfalls stop all other means of transportation, you can get there with Federal All Metal Skis.

Manufactured Since 1925.



Every Field A Landing Field

FEDERAL
AIRCRAFT WORKS
MINNEAPOLIS 12, MINN. U. S. A.

See YOUR FEDERAL SKI DISTRIBUTOR or Write for Free Literature on Skis to Federal Aircraft Works.

IN THESE
REVOLUTIONARY DEVELOPMENTS
FOOTE BROS.
PRODUCTS PLAY A PART
A Foote Bros. Power Unit transmits power from the turbo-jet engine to drive the accessories on the McDonnell Phantom jet propelled plane.
Engineers of Northrop Aircraft, Inc., called on Foote Bros. to produce actuators that aid in controlling the Northrop B-35 Flying Wing.
In the giant Pratt & Whitney engines that power such airliners as the Republic Rainbow, Foote Bros. "A-Q" Gears are used.

The world is witnessing revolution in aircraft design. Huge *airliners* span oceans in a matter of hours. *Jet propelled planes* fly at speeds approaching the velocity of sound. Mammoth *flying wings* offer a radical approach to transportation of the future. Radical too are the gears and power units developed to meet the demands of engineers willing to break with tradition.

The reason so many aircraft manufacturers call on Foote Bros. for gears and power units, is found in the experience of this company to do the almost impossible in power transmission.

If your problem is one requiring extremely high speeds, light weight, compact design or low noise level, the solution may be "A-Q" (aircraft quality) gears. If you require a unit to actuate linear or rotary motion—on an exact time cycle or within close limits—Foote Bros. can develop a Power Unit to meet your needs.

Our engineers will help you find the answer to any problem in gearing or power application.

A recently issued bulletin on Power Units giving complete engineering data on "packages of power," will be sent on request. Also available is a bulletin on Aircraft Quality Gears. Mail the coupon.

FOOTE BROS.

Better Power Transmission Through Better Gears

Foote Bros. Gear and Machine Corporation
Dept. AVN, 4545 S. Western Boulevard
Chicago 9, Illinois
Please send me Bulletins on:

☐ Power Units ☐ Aircraft Quality Gears

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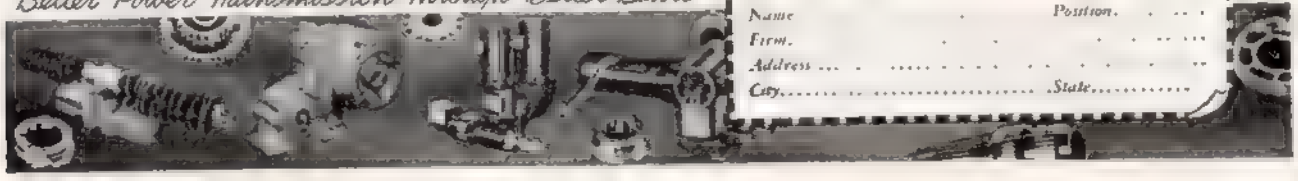

War Assets Administration SURPLUS

Hundreds of other items, in addition to those listed, are available for immediate delivery at comparably low prices. Send for catalog.

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Type O-1	Leece-Neville	100 Amp., 24V	P N S22600	$112 50
Type O-1	Leece Neville	100 Amp., 24V	P N S22602	112 50
Type M-2	Leece Neville	50 Amp., 24V	P N S24225	112 50
Type O-1	Leece-Neville	100 Amp., 24V	P/N S24250	112.50
Type E 7A	Leece Neville	50 Amp , 12V	P N 24500	56 25
Type L 3	Leece-Neville	25 Amp , 24V	P N S24504	112 50
Type M-2	Eclipse	50 Amp , 24V	P N 718 1-A	112 50
Type O 4	Eclipse	100 Amp., 24V	P N 128250-901 9	112 50

STARTERS

				Net
Type JH3R	Jack & Heintz	24 Volt	P/N 280R3	$150.00
Type JH5LR	Jack & Heintz	24 Volt	P/N 1760R3	247.50
Type H-6	Eclipse	12 Volt	P/N 444-4F	168.75
Type J-1	Eclipse	24 Volt	P/N 756-21B	97.50
Type G-6	Eclipse	24 Volt	P, N 915-4F	168.75

MAGNETOS

			Net
Type SF14LU7	American Bosch	P N MJN 14K 301 R1830 Engine	$112 50
Type SF14LU5	American Bosch	P N MJN 14K 307 R1830 Engine	112 50
Type SB9RN	Scintilla	P N 2 953-3-R-985 & R1340 Engine	75.00
Type DFN	Scintilla	P/N 10-8038-15 Lycoming R-680 Engine	75 00
Type SF14LN 3	Scintilla	P N 10-15364-21 R1830 Engine	112 50
Type SF9LN4	Scintilla	P N 10-20700-1 R1820 Engine	112 50
Type VMN7DF5	Scintilla	P N 10-21819 2 R755-830-915	56 25

PROPELLERS

		Net
Hamilton Standard Propeller Assembly	P/N 23E50-473-6477AO	$899.50
Hamilton Standard Propeller Assembly	P N 2D-30-233-6101A-12	420.00

BLADES

		Net
Hamilton Standard Blade Assembly	P N 6339A 12	$225 00
Hamilton Standard Blade Assembly	P N 6353A 12	225 00
Hamilton Standard Blade Assembly	P N 6353A 1B	225 00
Hamilton Standard Blade Assembly	P N 6477AO	112 50
Hamilton Standard Blade Assembly	P N 6507A O	262 50

GOVERNORS

		Net
Hamilton Standard Governor Assembly	P N 1A2G5	$150 00
Hamilton Standard Governor Assembly	P N 1A4G5	150 00
Hamilton Standard Governor Assembly	P N 1M12G	75 00
Hamilton Standard Governor Assembly	P N 4G8G23D1	150 00
Hamilton Standard Governor Assembly	P N 4G8G23G1	180 00
Hamilton Standard Governor Assembly	P N 4K11GOJ	150 00

IGNITION HARNESS

			Net
Breeze	Manifold Assembly	P N E-1028-67-10	$48.15
Breeze	Manifold Assembly R1820	P N E 667 4P AN	75 00
Breeze	Ignition Assembly—R975-11	P/N E-616-4P-AN	25.50

IGNITION HARNESS (Cont.)

			Net
Titeflex	Manifold R2800	P N 22450	$187 50
Titeflex	Harness R2000	P N 22922	150.00
Titeflex	Conduit Assembly	P N 28007, 08, 09 each	6 77

FLIGHT INSTRUMENTS

			Net
Sperry	Gyro Horizon Type AN5736-1A	P N 656768	$51 10
Jack & Heintz	Gyro Horizon Type AN5736-1	P N 6500-A	51 10
Jack & Heintz	Direc. Gyro Type AN5735 1	P N JH5500	38 50
Pioneer	Alt meter, Sensitive 0 to 3500 ft	P N 1536-28 B	24 00
Kollsman	Altimeter, Sensitive	P N 671RK01-1692	24 00
Pioneer	Compass	P N 1818-4A	14.50
Kollsman	Pitot Tube, Type AN5816-1	P/N 309D-011	4.90
Pioneer	Airspeed, Type B-8, 20 to 200mph.	P N 1426-21-A1	15.00
Pioneer	Rate of Climb, Type C-2, AN5825-1, 0 to 6,000 ft. per min	P N 1636-6M-81	21.00

NAVIGATION INSTRUMENTS

		Net
Fairchild	Sextant, Bubble type A10A	$27 50
Link	Sextant Bubble type A12	27 50
Astro Compass—AN5738-1		7.70
Compass—Navigation Type D-12		25.00

ENGINE INSTRUMENTS

	Net
Fisher Porter Flowmeter P N C1006 for P8Y	$49 00
Kollsman Manifold Pressure Gage Sing e 611KN 02 Range 10 to 50 in of mer	14 00
Manifold Pressure Gage—Dual, AN5770-2-12 Range 10 to 75 in. of mer.	19.80
Manifold Pressure Gage—Dual, AN5570-1 Range 10 to 50 in. of mer.	11.00

INVERTERS *75% of following Gov't Cost*

Elec Lab Inc	Type 5660 24V to 750V P N AA565	$47 50
Elec Lab Inc	12 Volt P N 5659	18 00
Holtzer-Cabot Elec Co	Type MG149F Rotary type 24V to 750V P N 25258	77.00

* * * *75% of following Gov't Cost*

Bosch	Coil Induction Vibrator 12V P N VJR12B3	$10 00
Bosch	Coil Induction Vibrator 24V P N VJR24B5X	8 00
Eclipse	Solenoid starter 12V P N 126701 1	6 94
Elec Spec Co	½ HP Motor 24V Type HCA3 P N 7535A	101 00
Leach Co.	Relay 24 Volt DC P N 5058	10.00
Leach Co.	Relay 24 Volt 200 Amp. P/N 7220-24	10.48
Westinghouse	Voltage Regulator finger type 24V 200 Amp. P N 12482758	30 00
Mallory & Co.	Noise Filter	15.00

Complete stock of parts for Pratt & Whitney Engines, Hamilton Standard Propellers, and American Bosch and Scintilla Magnetos. Prices quoted are typical of all items in our huge stock. Immediate delivery. Write, wire or telephone for complete catalog.

AMER BOSCH MAGNETO PARTS *75% of following Gov't Cost*		SCINTILLA MAGNETO PARTS *75% of following Gov't Cost*	
P N LR528	$ .85	P N 10-5571Z	$ 3 21
P/N IS5231	2 20	P/N 10-7461-1	2 20
P/N FL5233	2.45	P/N 10-9978	1.51
P N CA5243	6.75	P/N 10-12063Y	7.75
P/N PL52132	1.75	P, N 10-13373	3 30
P/N RT52143	8.75	P/N 10-15828Y	2 80
P/N DP52300	11.50	P/N 10-20503	5 50

HAMILTON STANDARD PARTS *75% of following Gov't Cost*		PRATT & WHITNEY PARTS *75% of following Gov't Cost*	
P/N 50119	$ 1.68	P/N 1744	$12.67
P/N 50220	10 96	P N 9514	1.12
P/N 50262	2 08	P N 24073	5 88
P/N 50654	4.40	P/N 24966	19.38
P/N 50857	21 38	P/N 26485	25.60
P/N 51163	38 65	P/N 32725	11.88
P/N 52141	15.66	P N 53260	15.73

The above items are offered subject to prior sale, F.O.B. Flushing, New York

EXPORTERS · AIRCRAFT · ENGINES · COMPONENTS

FRANK AMBROSE AVIATION COMPANY

AUTHORIZED AGENT FOR WAR ASSETS ADMINISTRATION

39-01 MAIN STREET, FLUSHING, L. I., N. Y. . . . *Cable Address:* AIRAMBROSE
Branch Warehouse: Oakland Municipal Airport, Oakland, Calif.
Agents for Frank Ambrose Aviation (Canada) Ltd., Dorval Airport, Montreal, Canada and Frank Ambrose Aviation, S. A., Panama City, R. P.

Established 1923

U. S. Export License No. 191

Introducing The GLIDOTOT

(COPYRIGHT)

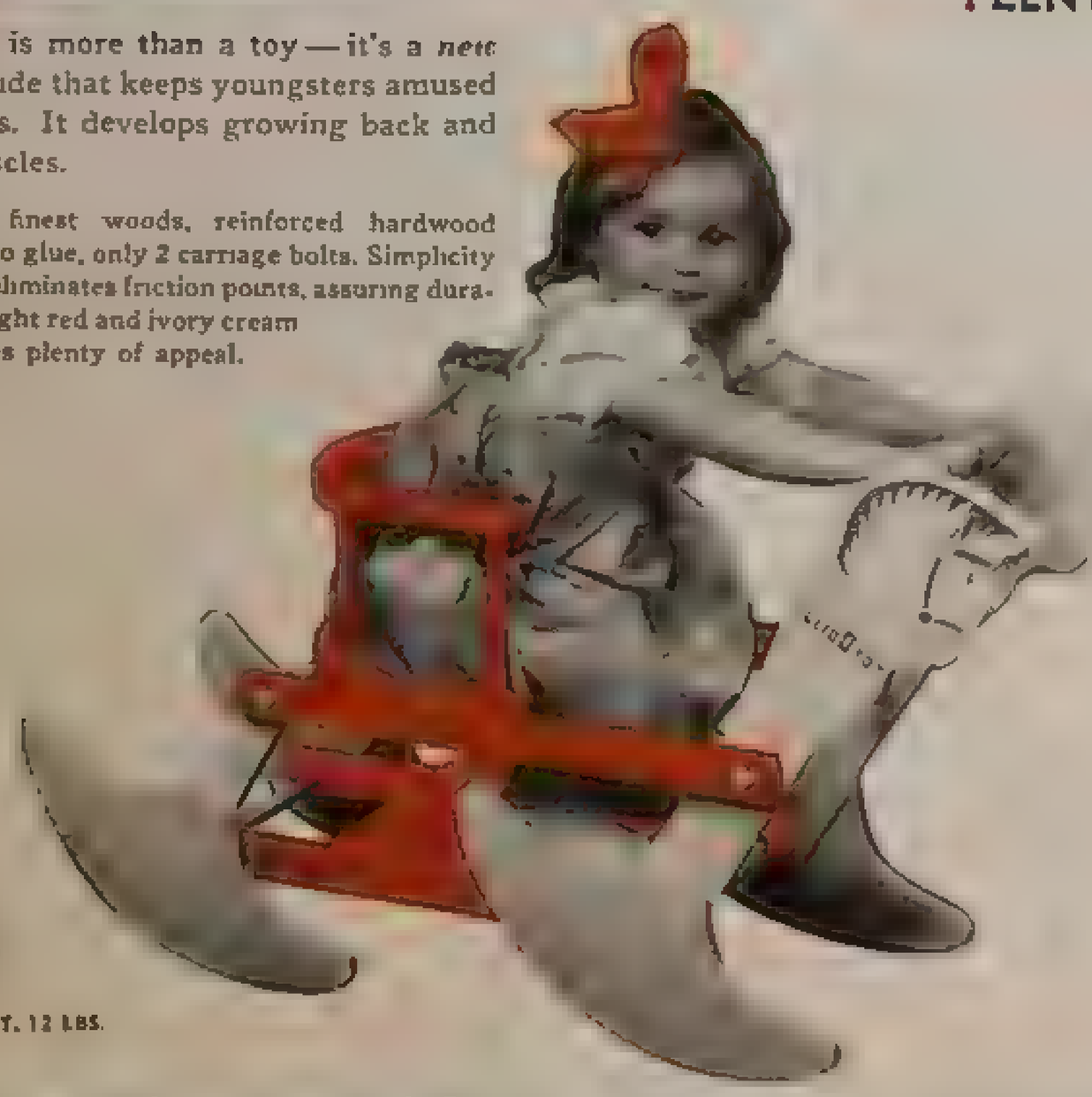
The new thrill ride for little folks
IT'S SAFE ★ IT STAYS IN ONE PLACE
IT BUILDS STRENGTH

Safe!

CHILD CAN'T FALL OUT
IT CAN'T RUN INTO THINGS
IT CAN'T TIP OVER
IT IS STATIONARY

Glidotot is more than a toy — it's a *new* type of ride that keeps youngsters amused for hours. It develops growing back and arm muscles.

Built of finest woods, reinforced hardwood dowels—no glue, only 2 carriage bolts. Simplicity of design eliminates friction points, assuring durability. Bright red and ivory cream finish gives plenty of appeal.



22" HIGH
30" LONG
13" WIDE
SHIPPING WT. 12 LBS.

HOURS OF FUN
PLENTY OF ACTION

1. Upright position — The starting point to lots of action
Hands on rail, feet on platform, seat adjusted to child's size

2 Forward action — An easy push

3 Backward action — An easy pull

ACTION!! The arms move in a rocking motion, feet move up and down child glides back and forth

The action toy with a successful sales record in a short time!

Here's an action toy that because it combines practical utility and play value, has made a remarkable sales record in a very short time! Adults like it, youngsters love it and dealers all over America are selling GLIDOTOT as fast as we ship them. Order several now—place them on your floor and watch them sell! Individually cartoned, knocked down, only 6 pieces easily assembled in 5 minutes

$8.95 LIST

HALL INDUSTRIES INC., 111 W. Jackson Blvd., Chicago

RIGHT OUT OF THIS WORLD!

Thrilling!

Mystifying!

Amazing!

Intriguing!

METACOM

METACOM

METACOM PRODUCTS, INC.

SAM WEISBERG

WHEN IS A TANK CAR NOT A TANK CAR?

The answer, *never!* A tank car is *always* a tank car. But even if all tank cars look alike — as all cats look grey in the dark — there are important differences under the tank car's workaday coat of paint.

In the GATX fleet of 37,000 specialized tank cars, there are 207 types. Designed not just for the fun of it—but for the practical purpose of supplying you, the shipper, with the right car for your particular commodity.

Routing cars from one season to another . . . from one commodity to another . . . from one part of the country to another is part of the job General American does for its customers—the railroads and the shippers. A basic service of those hard-working tank cars with the GATX reporting mark.

GENERAL AMERICAN TRANSPORTATION CORPORATION

135 South La Salle Street, Chicago

DISTRICT OFFICES: Buffalo • Cleveland • Dallas • Houston • Los Angeles • New Orleans
New York • Pittsburgh • St. Louis • San Francisco • Seattle • Tulsa • Washington
EXPORT DEPT. 0 East 49th Street, New York 17, New York

GATX

Here, teacher demonstrates a compressor wheel at General Electric's Aircraft Gas Turbine Training school. Dubbed "Fort Knox" by visiting RAF personnel—when they saw the test pit's 14-inch concrete walls and steel doors—this school has, to date, "graduated" more than 250 CAA and Wright Field personnel. It will probably run for two more years to teach the function, operation, and servicing of jet engines to military personnel and others.

Five courses are conducted—running from three weeks to three days—on all phases of jet-engine operation. Pupils attend lectures and demonstrations, tour the factory, run engines, tear them apart, and rebuild them. As new developments come along, these are incorporated in the courses. Pupils are assured of receiving the most practical training for their phase of gas-turbine operation available anywhere in the country today.

You, too, can be assured of experienced help whenever you contact a G-E aircraft equipment specialist. We are constantly developing and manufacturing all types of electrical equipment for planes—from motors and control to instruments, lamps, and specialized lightweight systems. The nearest G E office will gladly put you in touch with our application engineers. *Aviation Divisions, Apparatus Dept., General Electric Company, Schenectady 5, N. Y.*

PRECISION PRODUCTS
AND
ENGINEERED SYSTEMS
FOR AIRCRAFT

GENERAL ELECTRIC

The Birdmen's Perch

By *Major Al Williams*, ALIAS, "TATTERED WING TIPS,"
Gulf Aviation Products Manager, Gulf Bldg., Pittsburgh 30, Pa.

It gives us the creeps!

The super-super-super B-36, we mean.

You've probably heard how this monster is so big that engines are sprinkled out over her wings like confetti . . . how her wheels are a couple of feet higher than you are . . . how she's big enough to fly anywhere in the world without refueling, etc.

Large airplane, see?

And guess what bothers the test crew?

Altitude, that's what!

Not in the air, mind you—*on the ground* Because, when they gun this gal down the runway, her unusual, nose-high take-off attitude puts the cockpit 50 feet in the air before the wheels leave the ground!

WE CLEANED THIS UP!

We got back to our desk for the first time in days, this A.M

It was a mess!

We cleaned it up enough to work on, but not clean enough to work at *full efficiency*. Our secretary showed, and *really* cleaned up! We started to get *twice* as much work done

Which reminded us that regular refining methods clean up a crude oil enough to lubricate, but do not clean enough carbon-and-sludge formers from it to lubricate *at full efficiency!* There's still enough of the non-lubricating trouble stuff left in the poorer grades of oil to give your engine a dirty deal, literally and figuratively!

But in case you've forgotten (since last month) Gulf uses an extra step . . . an additional refining stage in the manufacture of Gulfpride Oil

This extra step performs the same function on already refined oil that our secretary performed on our already "cleaned desk—it gets *more* of the "mess," the non-lubricating impurities out of Gulfpride Oil!

And you get *full lubrication efficiency* when you feed Gulfpride to that lucky engine of yours!

LITTLE KNOWN FACTS

"In 3 hours of normal cruising, a B-24 passes air through its carburetors, weighing more than the airplane!"

That's from Lt. John Newberry of Riverton, Wyoming.

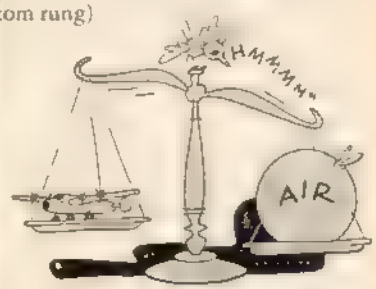
"150 air traffic controllers in Brazilian traffic control centers are able to handle the airways in the English language for the benefit of English-speaking pilots!"

What's more:

"Major Al Williams, being a pilot (honest, fellas! Ed.) should not be addressed as 'Senhor,' but as 'Major Aviador' or 'Maj. Av.'!"

That pair's from Robert C. Ewing, Sao Paulo, Brazil, our *second* Brazilian Perch Pilot (br), and a double one at that!

See . . . the idea is that you stumble across a Little Known Fact About Well Known Planes. Then you send it to us at the address on the top of the page. And, if it's good enough to print here (*and if it's accompanied with proof!*), why, we send you a commission as a Perch Pilot (bottom rung)



And if you repeat, why, we send you another commission, until pretty soon you've got 5 of them—at which time you are promoted to Senior Perch Pilot

If you're super-super wonderful, some day you may get 20—count 'em, 20—"Facts" in, at which time you'll be made a Command Perch Pilot!

We may even turn the Perch over to you.

Or Flutter, the Oily Boid

Gulf Oil Corporation and Gulf Refining Company...makers of

GULF **GULF AVIATION PRODUCTS**

CAPITAL Airlines

▶ **An old friend of ours has a *brand-new* name and insignia—and besides, it's his 20th Anniversary!**

▶ **So congratulations PCA on your new name, "Capital Airlines" . . . on being 20 years old, and on using Gulf Aviation Products for nearly 15 of those years!**

The Birdmen's Perch

By *Major Al Williams*, ALIAS, "TATTERED WING TIPS,"
Gulf Aviation Products Manager, Gulf Bldg., Pittsburgh 30, Pa.

They're ruining our nerves!

That's what!

Every time we get to know enough about something to qualify as an expert, they switch signals on us

We've spent a lot of time in an airplane learning that the higher you go, the colder it gets

Then someone says, no! . . . that's only true up to the tropopause . . . beyond 36,000 feet or so, the temperature remains constant. So we rearrange our ideas and presently the knowledge that the temperature above 36,000 is a constant -67° is practically second nature to us

Then guess what happens .

They discover—with V2's—that upper air temperatures are all over the lot, reaching an estimated 212° at 400,000 feet!

That's hot!

What's more, it's confusing!

We wish they'd get these things straightened out for once and all. So we'd know what kind of clothes to wear the next time we contemplate filing a flight plan with an estimated altitude of 400,000 feet on it!

Our favorite radio guy has just announced a new auto-pilot

Yeah, there've *been* auto-pilots

But this one weighs 29 lbs.! That's exclusive of gyros, of course, but that's still mighty light.

He must have worked as hard at getting rid of nonessential weight as we do at getting rid of nonessential hydrocarbons, when we refine Gulfpride Oil.

Mind you, we don't just stop at refining the fine crudes that become Gulfpride . . . we throw in an extra step, the Alchlor Process

And this extra step gets extra trouble-making carbon-and-sludge formers out of Gulfpride Oil.

And you get extra lubrication!

LITTLE KNOWN FACTS DEPT.

Here we go again, with a commission as Perch Pilot (bottom rung) to each of the contributors of the following Little Known Facts About Well Known Planes:

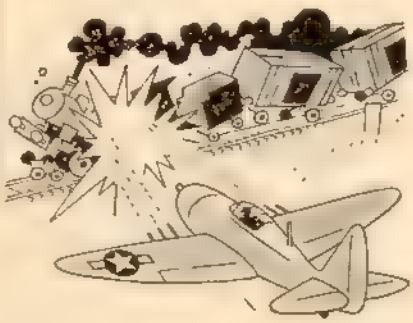
From Ken Medley, P.O. Box 285, Carbondale, Pa.:

"The maximum allowable RPM drop when checking mags on a DC-4 type plane means a loss of hp equal to total hp of most light planes!"

William Pipkin, Jr., Wayne, Mich., qualifies with:

"From D-day to VE-day in the ETO, P-47's knocked off 86,000 RR cars, 9,000 locomotives, 68,000 motor transports, 6,000 armored vehicles, and 60,000 horse drawn vehicles!"

See how easy it is?

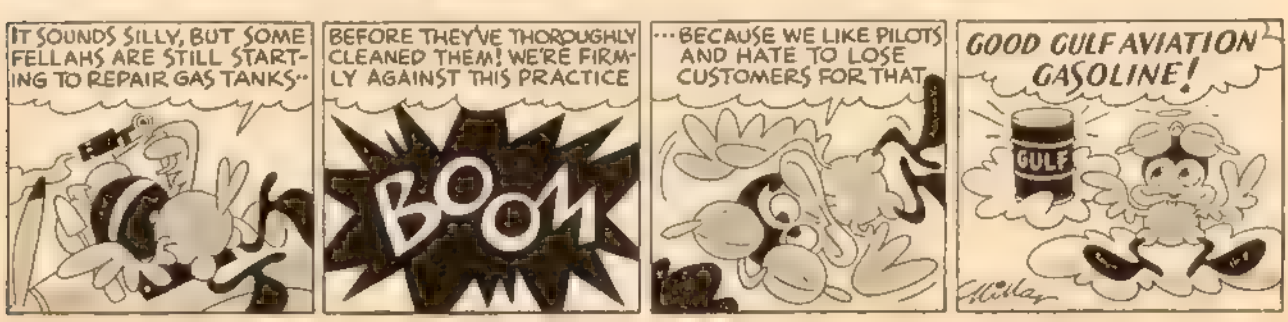


Just send your Little Known Fact, *wash proof*, to that address on the top of the page. If it's used, you get a scrumptious, handsome, beautiful certificate which proves to one and all that you're a Perch Pilot (br)

So what are you waiting for?

Gulf Oil Corporation and Gulf Refining Company...makers of

GULF **GULF AVIATION PRODUCTS**


IT SOUNDS SILLY, BUT SOME FELLAHS ARE STILL STARTING TO REPAIR GAS TANKS..
BEFORE THEY'VE THOROUGHLY CLEANED THEM! WE'RE FIRMLY AGAINST THIS PRACTICE
BOOM
...BECAUSE WE LIKE PILOTS AND HATE TO LOSE CUSTOMERS FOR THAT
GOOD GULF AVIATION GASOLINE!
GULF

The Birdmen's Perch

By *Major Al Williams*, ALIAS, "TATTERED WING TIPS,"
Gulf Aviation Products Manager, Gulf Bldg., Pittsburgh 30, Pa.

Okay, here's the story we promised you:

The oldest pilot in the United States is Starr Nelson, of Delta, Colorado

He's not 50. He's not 60. He's not 70

Mr. Nelson is 80 years old!

He received his license at the age of 75. Before that he was an engineer on the "Rio Grande"; before that, a cowpuncher

Nelson owns his own airport in Delta, which is in a valley. Just to get out of the valley Nelson has to climb 13,000 ft. in his two-control ship!

Frequently he flies to L.A. simply to attend a dance

A widower, Nelson has five children, 17 grandchildren and two great-grandchildren. To Mr. Nelson we flap our Tattered Wing Tips in honest admiration and hope that his offsprings are as capable and competent pilots, and in as good physical condition, when they hit 80

(We hope we are too!)

Mr. Nelson—just by being Mr. Nelson—has qualified for a Perch Pilot Commission, for our dough.

We're sending it today.

HOW TO LOSE A LOT OF OIL

Every year we lose a lot of oil at our refinery. Actually we throw it away!

Sounds odd? Well, here's the story

When we make Gulfpride Oil we refine good crudes by normal refining methods. The oil we get is as good as many you'll find on the market.

But this oil is not good enough to be labeled "Gulfpride." So what do we do?

We put this refined oil through the Alchlor process—an extra step that eliminates up to 15% of the oil. This 15% has the characteristics of tar—and would form carbon and sludge in your engine

Because we take out more of the carbon and sludge formers, Gulfpride is the purest oil you can put in your engine.

Sure, the Alchlor process loses us a whale of a lot of oil . . . but the better oil it does make makes a whale of a lot of friends for Gulfpride

And to us, that makes it worth it!

LITTLE KNOWN FACTS DEPT.

Let's get going:

"Glider-towing C-47's stretched from 6 to 8 inches!"

That's a "Little Known Fact About Well Known Planes." It came from Robert Besse, Springville, N. Y. Because it was interesting enough to print . . . and because Mr. Besse *sent proof* of his "Fact," we are sending him a commission as Perch Pilot (bottom rung).

"Despite increased speed and greater lift of the outside wing, it is not the high wing in a spin!"

Robert G. Sommer, Gainesville, Fla. gets a commission for that one. *He sent proof, too*

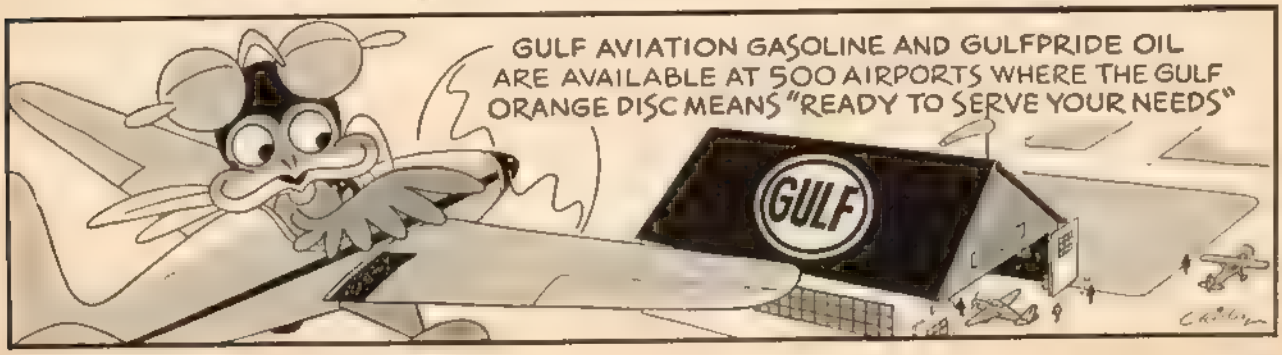
Donald Ogilvy, Scarsdale, N. Y., gets the third Perch Pilot's Commission this month with:

"Eight airlines carried 104,980 passengers across the Atlantic in '46!"

That's all there is to it. And after 5 "Facts" have been accepted, we promote you to Senior Perch Pilot. So mail in your "Fact," today!

Gulf Oil Corporation and Gulf Refining Company . . . makers of

GULF AVIATION PRODUCTS


GULF AVIATION GASOLINE AND GULFPRIDE OIL
ARE AVAILABLE AT 500 AIRPORTS WHERE THE GULF
ORANGE DISC MEANS "READY TO SERVE YOUR NEEDS"
GULF

NOMA . . . the

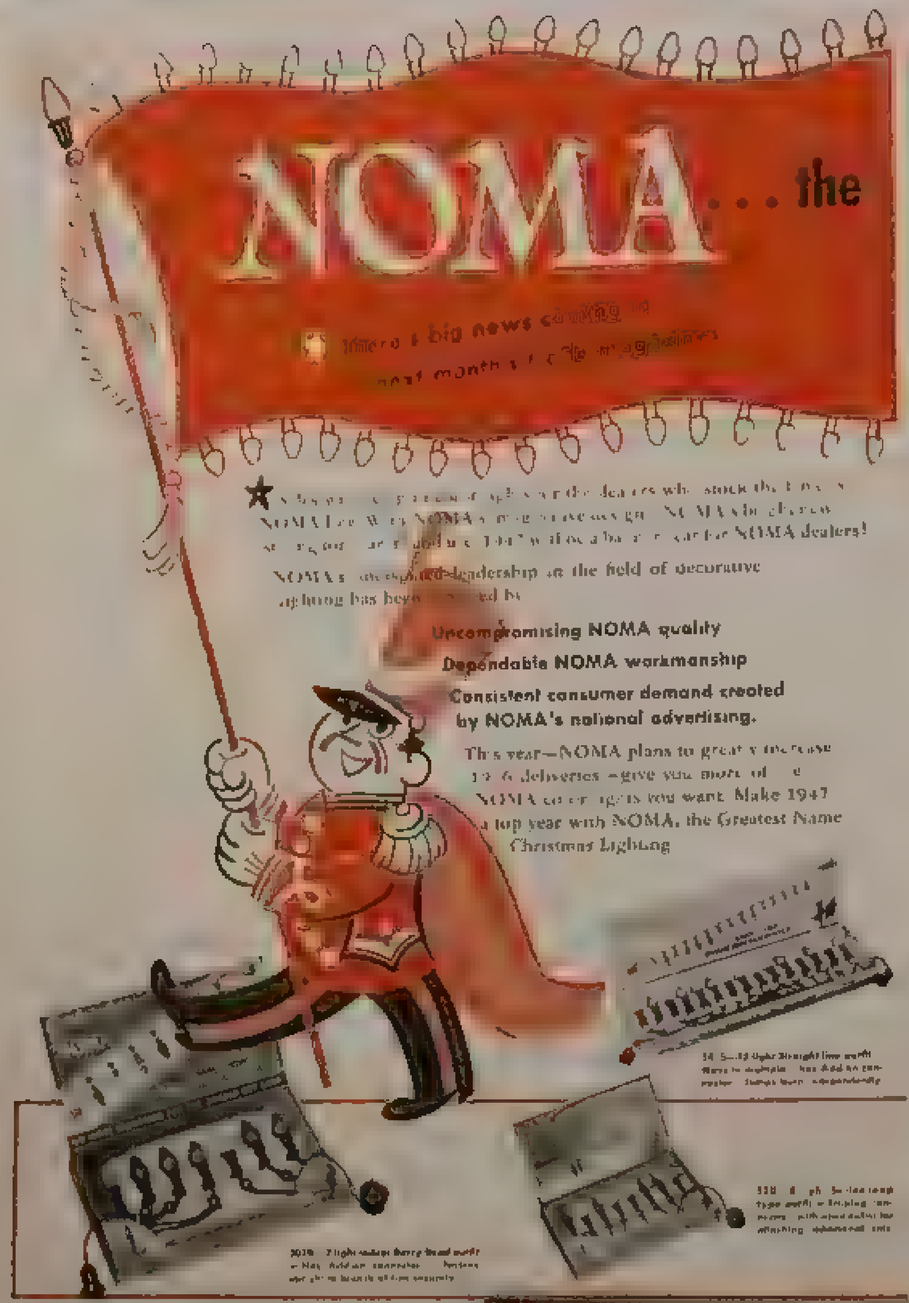
★ There's big news coming in next month's Cycle magazines

★ Surprise your customers with the dealers who stock the famous NOMA Line. Watch NOMA's great campaign. NOMA displays will be in your store before [illegible] at NOMA dealers!

NOMA's unequalled leadership in the field of decorative lighting has been created by

Uncompromising NOMA quality
Dependable NOMA workmanship
Consistent consumer demand created by NOMA's national advertising.

This year—NOMA plans to greatly increase [illegible] deliveries—give you more of the NOMA colored lights you want. Make 1947 a top year with NOMA, the Greatest Name in Christmas Lighting



greatest name in Christmas Lighting

★ There are surprises in store at the Noma Toy-Show exhibit

Consumer demand for BUBBLE LITES—NOMA's sensational new colored plastic tree [illegible] reach [illegible] this year.

BUBBLE LITES—the greatest innovation in Christmas lighting since the [illegible] light—will become even more popular—[illegible] available in 1947 than

Added manufacturing capacity
Attractive, eye-catching packaging and display
Aggressive national promotion

The NOMA BUBBLE LITE tree radiates charm
The NOMA BUBBLE LITE set is alive with bubbling action

Noma Bubble-Lite Tree—The fascinating new table tree that's alive with bubbling action—part of festive Christmas. Completely wired and designed for trouble-free years. [illegible]

5309—Noma Bubble-Lites—Nine [illegible] crystal clear candles of bubbling light set in slender plastic bases. Completely wired plug-in for [illegible]

SEE YOU AT THE TOY FAIR
MARCH 10th TO 29th
EAST ROOM—1st MEZZANINE
HOTEL McALPIN

NOMA
ELECTRIC CORPORATION

TOY KRAFT'S BIG EASTER LINE

LIMITED QUANTITIES OF THESE ITEMS ARE STILL AVAILABLE

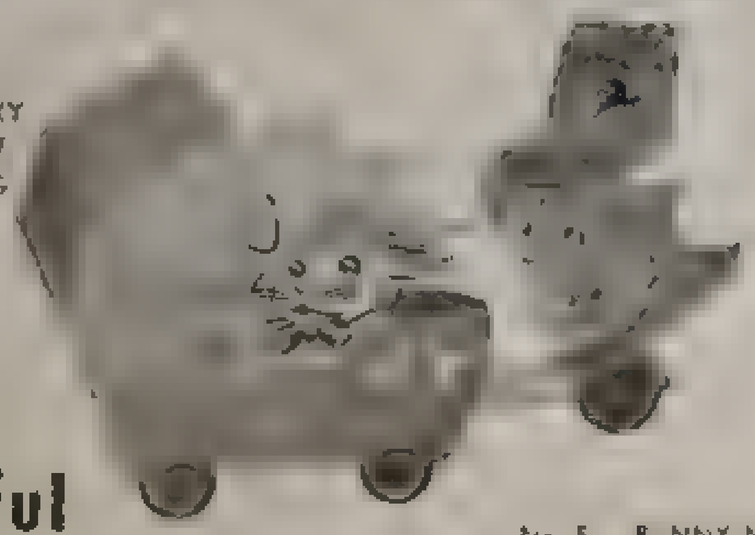
Get in NOW, on the popularity of these colorful, appealing attractions for profitable Easter sales!

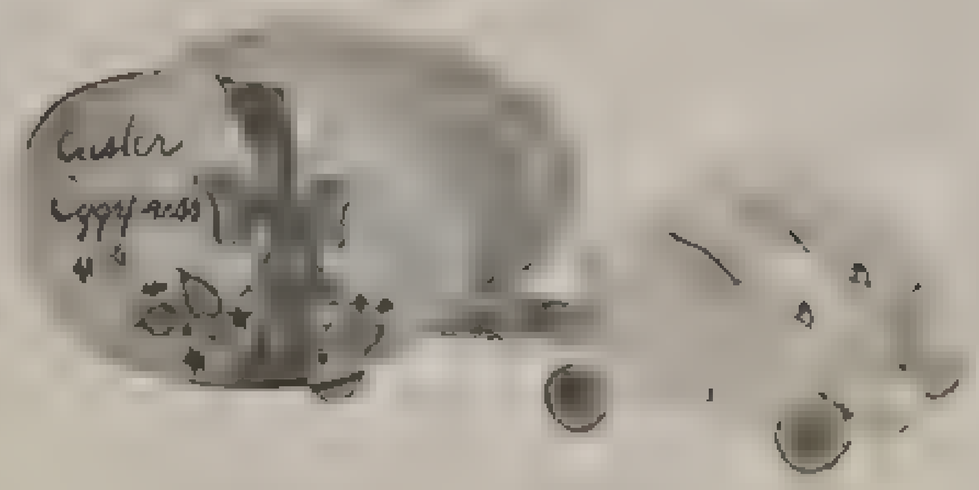
No. 52 GENTLEMAN BUNNY CART
12½ LONG

No. 54 PAPA BUNNY FAMILY 13¼ LONG

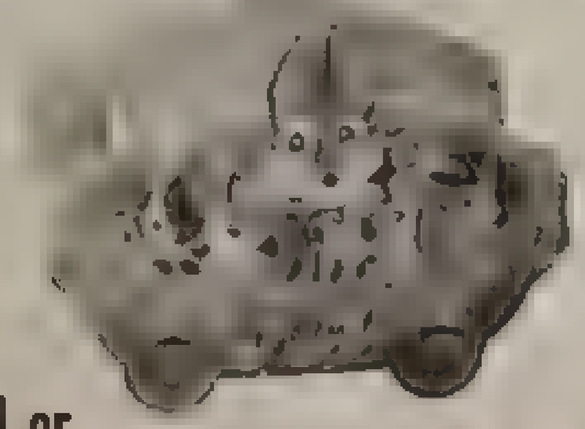
No. 55 PEASANT CART
12¼" LONG

No. 57 DUCKY GO-CART
12½" LONG





No. 5 BUNNY NEST
8½ LONG



No. 58 EASTER EGGSPRESS
2 ¾ LONG

New

Beautiful Colors

•

Unusual Designs

•

Sell them ready filled or to be filled with Easter Eggs

If you hurry there is still time to get in on this big TOY KRAFT EASTER LINE. Your customers will go for them, and they're profitable to you whether you sell them filled or unfilled. May we rush you details and prices now?

ATTRACTION ON DISPLAY THAT MAKES PROFITS FOR YOU

TOY KRAFT INC., WOOSTER, OHIO

ToyKraft INC.

The Famous Line of Exclusive Hits

Established 39 Years

TOYS and NOVELTIES

FEBRUARY 1947

Advance Toy Fair Number

National Magazine for Buyers of Toys Games Hobbies and Craft

"Sleepy Hollow" COMFORT

TRAVELS THE NORTH COAST LIMITED

NORTHERN PACIFIC
YELLOWSTONE PARK LINE

No. 825 Day-Nite Coach Seat developed by Heywood-Wakefield in cooperation with Pullman-Standard Car Manufacturing Company.

Heywood-Wakefield Coach Seat Model 820 is also used in certain coaches of North Coast Limited.

NORTHERN PACIFIC RAILWAY COMPANY

PASSENGER TRAFFIC DEPARTMENT

E. E. NELSON,
PASSENGER TRAFFIC MANAGER

ST PAUL 1, MINN.
May 7, 1947

Mr. J. V. Conway
Western Sales Manager
Heywood-Wakefield Company
666 Lake Shore Drive
Chicago 11, Illinois

Dear Mr. Conway:-

I am sure you will be pleased to know how popular your "Sleepy Hollow" coach seats have turned out to be in the thirty-six new coaches recently delivered to us and put into service on our North Coast Limited between Chicago and the North Pacific Coast.

Enthusiastic comment on their comfort and convenience come to us daily since we put these cars in service late in 1946.

As you must certainly know by virtue of the great care exercised in selecting the chairs for the new coaches, the Northern Pacific Railway Company was most earnestly anxious to provide easy-chair comfort for its passengers. This we feel has been accomplished by using your seats.

It appears quite factual to me that the scientific study your company made in building the "Sleepy Hollow" chairs, has accomplished its objective in giving passengers an adjustable seat engineered around comfort.

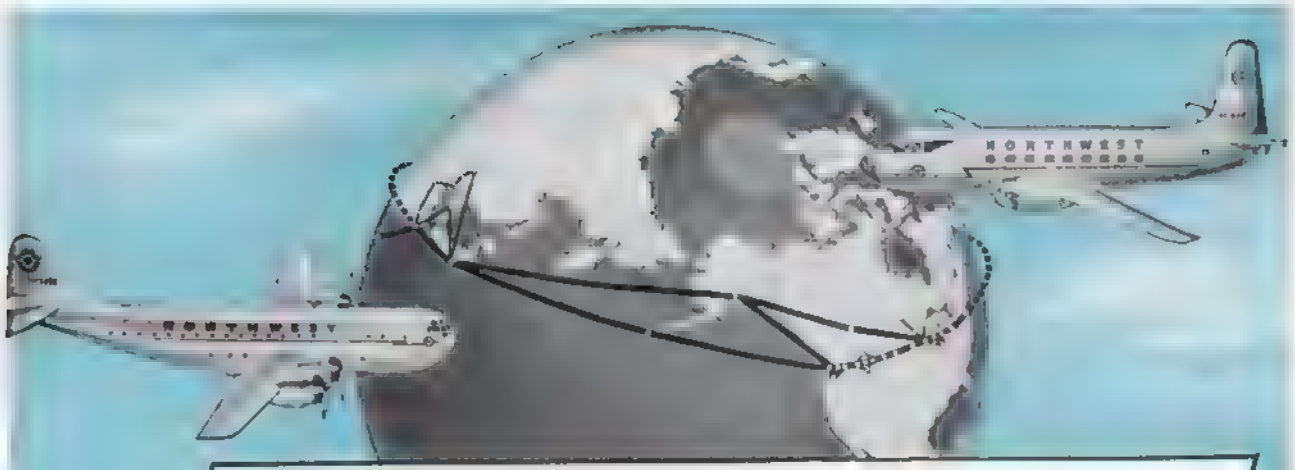
Sincerely,

E E Nelson

Visit Space Number 1, Section D, Municipal Auditorium, Atlantic City and see for yourself why Heywood-Wakefield seats are so popular with passengers *and* traffic managers!

HEYWOOD-WAKEFIELD
EST 1826

Transportation Seating Division
Gardner, Massachusetts



NORTHWEST AIRLINES

equips its POSTWAR FLEET

of Martin 303's and Boeing Stratocruisers

with HONEYWELL

ELECTRONIC FUEL GAGES

Northwest Airlines, flying regular service from New York to Seattle and the Orient—where extreme accuracy, dependability and freedom from troublesome maintenance are essential—has specified the Honeywell Electronic Fuel Gage for its entire fleet of Martin 303's and Boeing Stratocruisers. Proved by hundreds of thousands of miles of actual service, the Honeywell Electronic Gage meets exacting performance requirements with minimum operating expense. It is complete assurance of reliable fuel supply readings at all times. Minneapolis-Honeywell Regulator Company, 2669 Fourth Avenue South, Minneapolis 8, Minnesota. . . . Canadian Plant: Toronto 12, Ontario.

CREATIVE ENGINEERING

MINNEAPOLIS Honeywell

AERONAUTICAL CONTROLS

MAKERS OF THE FAMOUS M-H ELECTRONIC AUTOPILOT, STANDARD ON ALL AAF 4-ENGINED BOMBERS

TOYS THAT SELL ALL YEAR ROUND

Largest Exclusive Plastic Toy Manufacturer

A few of the Hundreds of IRWIN Rattles

Some of the IRWIN FLOATING TOYS AND ANIMALS

rwin offers an Extensive Line of Miniature Plastic Toys

Interesting, colorful new premiums and novelties exclusively designed by Irwin creative toy [illegible] of extra heavy Non-Tarn plastic these toys cannot tear or [illegible]

TARGET! EXCLUSIVE PLASTICS TOY FACTORY IN THE WORLD

IRWIN CORPORATION

OFFICES—37 WEST 20th STREET NEW YORK, N. Y.
SHOWROOMS—200 FIFTH AVENUE NEW YORK ROOM 631
PLANTS—FITCHBURG and LEOMINSTER MASS. KEENE N. H.

IRWIN
Plastic and Sanitary
TEA SETS
IT'S TEA TIME
IN TINY TOWN!
TEA SET
SANITARY
WASHABLE
HARMLESS
IRWIN
No Sharp Edges • No Chipping
Before making any commitments on your requirements, be sure to see the Irwin groups of Plastic Tea Sets. This line created a sensation in 1946 for the outstanding innovations introduced and for its remarkably lustrous color. With added improvements and additions this line will be even more salesworthy in 1947.
LARGEST EXCLUSIVE PLASTIC TOY FACTORIES IN THE WORLD
IRWIN CORPORATION
OFFICES—37 WEST 20th STREET, NEW YORK, N. Y.
SHOWROOMS—200 FIFTH AVENUE, NEW YORK ROOM 851
PLANTS—FITCHBURG and LEOMINSTER, MASS. KEENE, N. H.

INTERNATIONAL CRAWLERS
Lay the Groundwork

MOVING 100,000 yards of earth—most of it rubbery riverbottom silt—takes a lot of power on the "pans" and 'dozers. That's where International Crawlers pay off with dependable profit-making power.

Three one-mile sidings for the washing plant of the Truax-Traer Coal Company were built on this fill along the steep railroad embankment near Huntington, W. Va. The Smith Construction Company put a fleet of International Crawlers on the job. They maintained haul roads and were more than a match for the muddy borrow pits and steep inclines.

Your International Industrial Power Distributor can help you lay the groundwork for profitable earthmoving with International Crawlers and International-powered equipment. Contact him for the facts and figures.

Industrial Power Division
INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago 1, Illinois

Tune in James Melton on "Harvest of Stars" every Sunday! NBC Network. See your newspaper for time and station.

INTERNATIONAL POWER

Watch Young America GO PLACES!

In This Sensational ALL STEEL

Junior-Pro JEEP

Foot Pedals Standard Equipment

A Child-Size JEEP that's Equipped for Electric Motor and Battery!

FOUR FAST-SELLING ITEMS YOU'LL WANT TO SEE AT THE TOY FAIR

Junior-Pro **GOLF SETS...** made in 3 sizes for boys and girls

Junior-Pro **LIGHTWEIGHT HORSESHOE GAME...** for women and children

Junior-Pro **INDOOR GOLF CUP** for indoor practice, on-the-lawn tilts.

Junior-Pro **INDOOR GOLF GAME...** for home, on-the lawn games, putting practice

Junior-Pro also makes educational and entertaining games for kiddies and adults. They'll be on display, too, don't miss them!

Here for the first time you see the brand new, *All-Steel* ***Junior-Pro*** JEEP! It's a real honest-to-goodness child-size Jeep that's built strong and durable like the rugged, multi-purpose Army Vehicle... a child-size Jeep that's equipped for electric motor and battery!

Junior-Pro JEEP features *all-steel* welded construction. Sturdily built! Impressive! Parents will immediately accept this realistic toy as one to give their children endless days of fun and healthy exercise. The body is 50" long, 21" wide, and 23¼" high... comfortably seats three youngsters. It has 10" ball bearing wheels fitted with semi-pneumatic rubber tires..., windshield that folds down... finished in baked bright green enamel. Foot pedals are standard equipment... operate with amazing ease and smoothness.

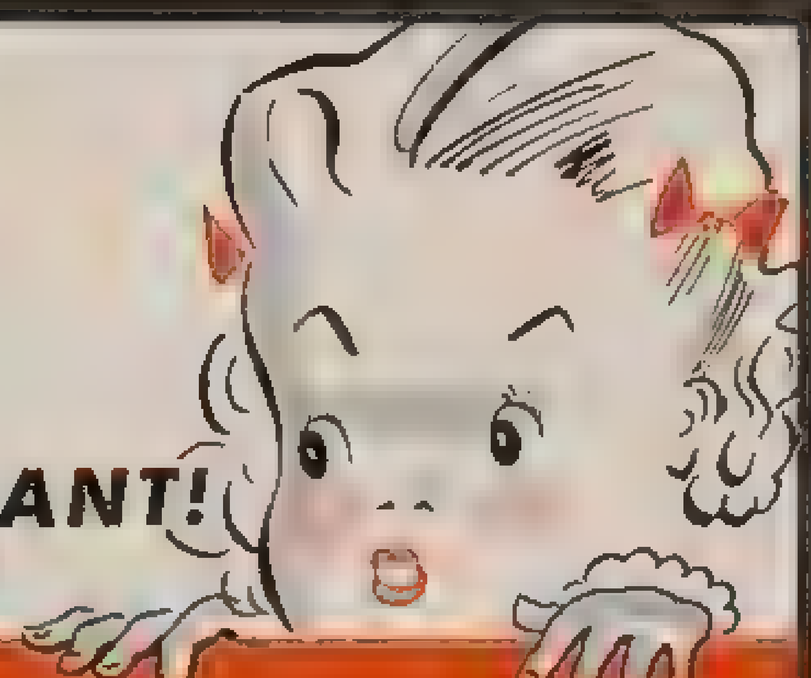
Junior-Pro JEEP will drive straight to the heart of Young America. Its appeal is irresistible, and once you've stocked this marvelous action-toy, you'll say it's like finding a *big new business* with handsome profits. For further information, write

Junior-Pro Products Co.,

3206 Morganford Rd., • St. Louis 16, Mo.

See *Junior-Pro* JEEP & other *Junior-Pro* items at the TOY FAIR, March 10th thru 22nd, Room 407 Hotel McAlpin

THE SMART WAY
TO DO BUSINESS . . .
IS TO GIVE PEOPLE WHAT THEY WANT!



THE FAMOUS ALL-STEEL 23"

Doll-E-Swing

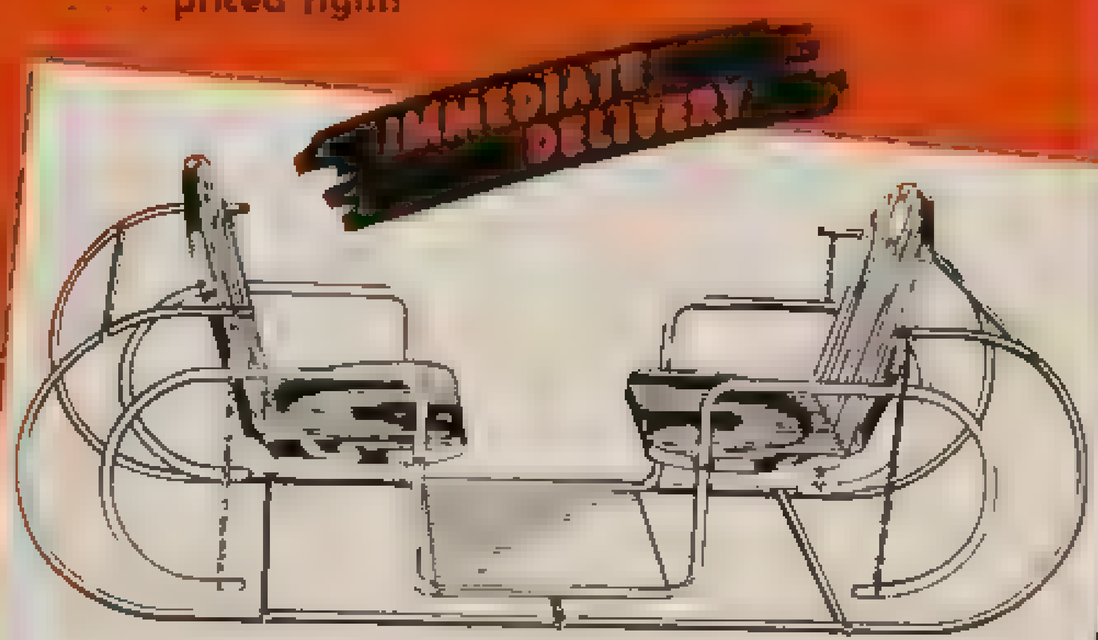
IF you didn't have it in '46, you certainly heard about this wonderful 1.98 traffic leader. Big enough to hold a 20" doll, great enough to hit top sales figures across the country.

and *Amsco* does it

WITH ALL-STEEL TOYS!

Toys that have proven real sales-builders for toy buyers

. . . priced right!



AND THE NEW ALL-STEEL 26"

Doll-E-Glide

READY FOR SPRING, EASTER & SUMMER PROMOTIONS!

Advance consumer surveys indicate Amsco's newcomer will click big . . . at a generous, profitable $2.98 retail! Styled like smart streamlined lawn swings, it rocks two dollies back and forth . . . right into a child's heart! It's completely assembled.

SEE THESE TWO . .

AND TWO MORE HOT, NEW ALL STEEL CHRISTMAS SENSATIONS at the Fair

McALPIN HOTEL

Room 1129

AN *Amsco* PRODUCT

AMERICAN METAL SPECIALTIES CORPORATION

ALLEGHENY AVE. AND C ST. • PHILADELPHIA 34, PENNA.

EXPORT EXCLUSIVELY THROUGH LIONEL-ESSEX INTERNATIONAL CORP. 15 EAST 26TH STREET — NEW YORK 10, N. Y.

KAR KING

THE ARISTOCRAT OF TOY CARS

Ask the boy who owns one!

Ask any one of the thousands of boys who own KAR-KING and they'll all tell you the same "KAR-KING is so real you'd think it came right out of a showroom. It has plenty of style, beauty and performance. And, talk about fun—KAR-KING has it by the hours."

ALL PLASTIC—BEAUTIFUL—DURABLE

METAL AXLES—RUBBER WHEELS

1 THE CONVERTIBLE

CONVERTIBLE — two-tone body, blue and white — aluminum painted headlights and bumpers.

Sensational 3 in 1 Toy

SUGGESTED RETAIL PRICE $3.98

One boy tells another about KAR-KING and another sale is made. It's that easy because KAR-KING *is* different

Here's the finest 3-in-1 car combination to delight any boy. Three units—scale-built models of latest convertible, racer and trailer. Look at the sleek lines—modern design—the very latest from the highway to the speedway.

All 3 units are molded plastic, finest craftsmanship, sturdy construction, beautifully finished in eye-appealing colors.

Year 'round appeal—and priced to sell

ATTRACTIVELY PACKAGED
F O B MILWAUKEE

ORDER BY NUMBER—KAR-KING No. 800

SPECIFICATIONS

UNIT	LENGTH	WIDTH	HEIGHT
CONVERTIBLE	12"	5½"	3¼"
RACER	6¼"	3½"	2¼"
TRAILER	7¾"	5"	1¾"

2 SPEEDWAY CHAMPION

In two colors — red or yellow with aluminum painted exhaust pipe

3 RACER TRANSPORT TRAILER

In two colors — red or yellow with aluminum painted trimmings.

THE GLEN DIMENSION CO., INC.

2631 South 31st Street — Milwaukee 7, Wisconsin

AUTO-CRAFT

will keep your cash registers jingling

ACTION + ACTION =

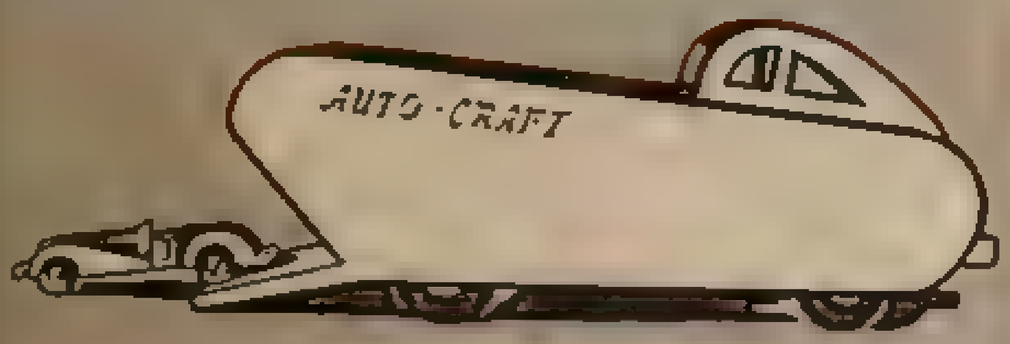
DOUBLE ACTION!

IMMEDIATE DELIVERY

mechanically perfect

Here is SOMETHING FOR THE BOYS (age 6 to 60)! ALL-METAL, beautifully finished AUTOCRAFT in brilliant red and green, with solid rubber wheels. Wind up and let 'er go and it runs 25 feet or more. Then pull the lever back, front ramp drops, at same time a flashy die cast red roadster off deck ramp into hole of ship, release lever and out darts car across hatch ramp. DOUBLE ACTION, double fun . . . and DOUBLE VALUE for your action minded boys. Each individually packed in colored box. 12 to a shipping carton—shipping weight 16 lbs.—F.O.B. New York City.

OVERALL LENGTH 13½" ■ HEIGHT 3¼" ■ WIDTH 4½"



BE THE FIRST TO HAVE THE NEWEST MECHANICAL TOY

MADE BY MELROSE PRODUCTS CORPORATION

Sole Distributor

FARBRO

1926 Broadway Room 114 New York City

Phone: MUrrayhill 5-9356

AN INSTANT SUCCESS IN THE NATION'S LEADING STORES

Sensational New KAR-KIT

Precision Built of Metal and Plastic

Builds 4 Smart Body Styles

Here it is, ready for immediate delivery! America's most brilliantly designed, sensational new car, direct from the TFI production lines at Detroit. Previewed in some of the Nation's leading stores just prior to last Christmas, this colorful precision-built *action* toy established a new record for enthusiastic customer acceptance and buyer endorsement. No other toy provides more eye appeal for the adult or interest for children. Truly a *demand* product with solid year-round sales potentials . . . it can be your biggest money-maker this year.

Designed by Smallberg & Levar, top flight automotive stylists, the KAR-KIT is unequalled in instructive, educational and play values. Durably constructed throughout. An efficiently designed, ideal combination of beautiful colored plastic and metal parts. Available in either red or yellow body combinations. Aptitude tested for easy assembly by 6 to 12 year olds. Being exhibited with other TFI toys to be shown for the first time at the Toy Fair. Look for it there, or *surprisingly soon* in your own representative's show room.

See the Kar-Kit
and other TFI Toys
at the Toy Fair

TOY FOUNDERS INCORPORATED
2318 GUARDIAN BUILDING • DETROIT 26, MICHIGAN
MAKERS OF FINER TOYS FOR GIRLS AND BOYS

Leading the '47 Wheel Goods Parade!

MUSTANG and JETTO

Two names to remember for Tricycle Satisfaction

MUSTANG STANDARD

MUSTANG DELUXE

JETTO

Dealer after dealer tells us "They're the finest velocipedes on the market. They're sturdy, they're beautiful and they're priced right."

Write today for complete information on specifications and prices. There's a tricycle for three different price groups and each is supreme.

Wheel into 1947 profits with a profitable Wheel goods line . . . Mustang and Jetto.

INDEPENDENT TOOL & MACHINE CO., Inc.

814 SCOTT MEMPHIS, TENN.

72

1947

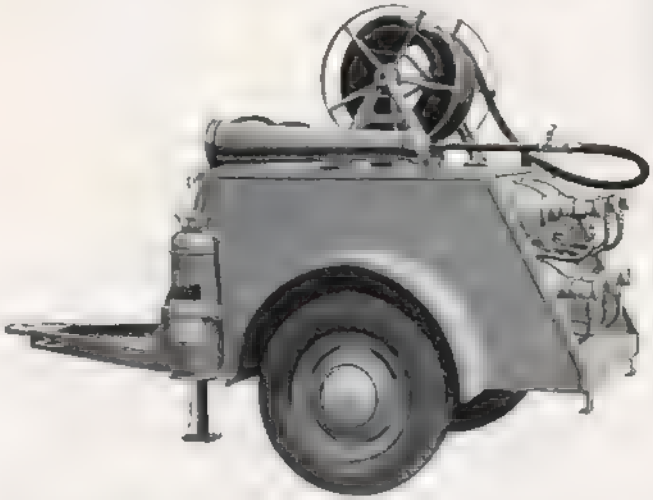
Another

kar-bike

Year

metal specialties co., inc

Provides complete
FIRE PROTECTION
at Small Airports



Supplements Crash Trucks at Large Fields!

The Kidde Fire-Extinguishing Trailer

Power, speed, range—you get them all in the *Kidde* Fire-Extinguishing Trailer!

Power? 6 cylinders of fire-smashing carbon dioxide (CO_2)—a total capacity of 300 pounds. Use the full capacity, or just half of it, depending on the fire—cylinders are manifolded in two banks. Multijet Nozzle gives extra fire-fighting punch . . . only *Kidde* equipment offers this feature. Trailer carries *Kidde* Portable CO_2 Extinguishers—plus your choice of water or foam type.

Speed? Faster discharge of CO_2 through the *Kidde* Vertical Flood Valve. No need to tell you about the speed of CO_2 itself!

Range? Just hook up an auto—or other convenient power unit—and the easily maneuvered Trailer is ready to travel right to the scene of the fire. Plenty of freedom of action, too, for fighting large-area blazes—reel mounted on Trailer carries a full 100 feet of hose.

At smaller airports, the *Kidde* Trailer provides thoroughgoing fire protection at low cost. At larger fields, it is a highly useful supplement to crash trucks and other major equipment.

Write for full details.

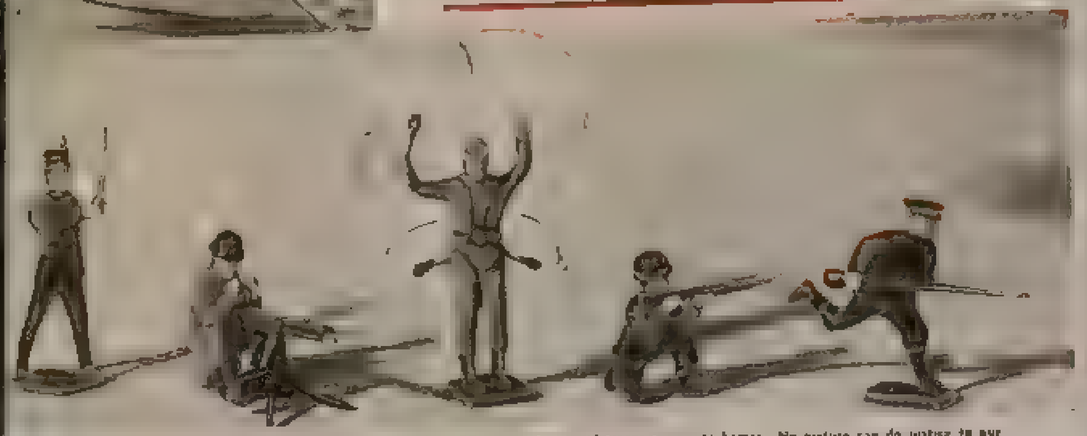
Walter Kidde & Company, Inc., 1218 Main Street, Belleville 9, New Jersey

Kidde

The word "Kidde" and the Kidde seal are trade-marks of Walter Kidde & Company, Inc

Asturias

LEADS THE FIELD
WITH
Hand Painted
LEAD SOLDIERS



Above pictures are actual photos of several of our models. ADD » to figures of troopers, « to horses. No picture can do justice to our originals. Remember—they are hand-painted

- A boy's toy and a collector's joy
- Arranged in United Nations Sets
- Over 50 different models
- Handsomely boxed and labelled
- Paratroopers, Red Cross, Infantry
- Jointed arms—solid metal
- Durable—"they bend before they break"
- Beautifully hand-painted

Attractive Prices with Quality!

MANUFACTURED IMPORTED AND DISTRIBUTED EXCLUSIVELY BY

It's Asturias For Soldiers

ASTURIAS IMPORT-EXPORT CO.

112 MARKET STREET

SAN FRANCISCO · CALIFORNIA

AMERICA'S FINEST SOLDIERS

New York Toy Fair!

We are looking forward with pleasure to greeting our friends of the U. S. and foreign countries who have shown such a keen interest in ASTURIAS products. We are confident that once again our HANDPAINTED METAL MINIATURES will delight and thrill them

Asturias

And now *Hand Painted*
METAL MINIATURES *in*
STORY BOOK PLAYS

"THE THREE LITTLE PIGS"
AN ORIGINAL DRAMA IN METAL

Beautifully Packed in a Superb Set Including

- Cast of Characters
  - Mrs. Pig — an indulgent mother
  - 1st Pig "Straw" — [illegible]
  - 2nd Pig "Sticks" — [illegible]
  - 3rd Pig "Piggly" — [illegible]
  - "Lobo" The Wolf — [illegible]
- Play Action Map
- Pieces All Metal
  - [illegible]
  - [illegible]
  - [illegible]
  - [illegible]
- Original Scenic
- Original Story

RETAILS FOR $3.95

AND MINIATURES BY ASTURIAS!

11 10 9 8 7 6 5 4 3 2 1

18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0

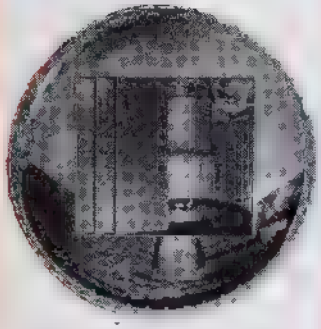
to maintain today's schedules

The tonnage that must be moved on the C & O demands motive power capable of maintaining faster schedules with tremendous loads.

For this service the C & O has steadily increased its fleet of Lima-built steam locomotives. These modern Lima-built steam locomotives not only meet today's exacting demands but also operate with a maximum of efficiency and economy.

LIMA LOCOMOTIVE WORKS INCORPORATED, LIMA, OHIO

Cyclone Front Ends . . .



Front View of a Cyclone Front End Installation

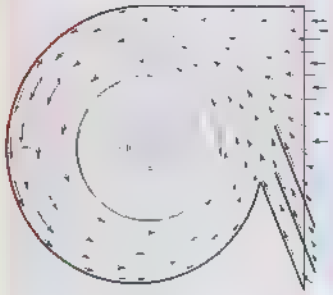
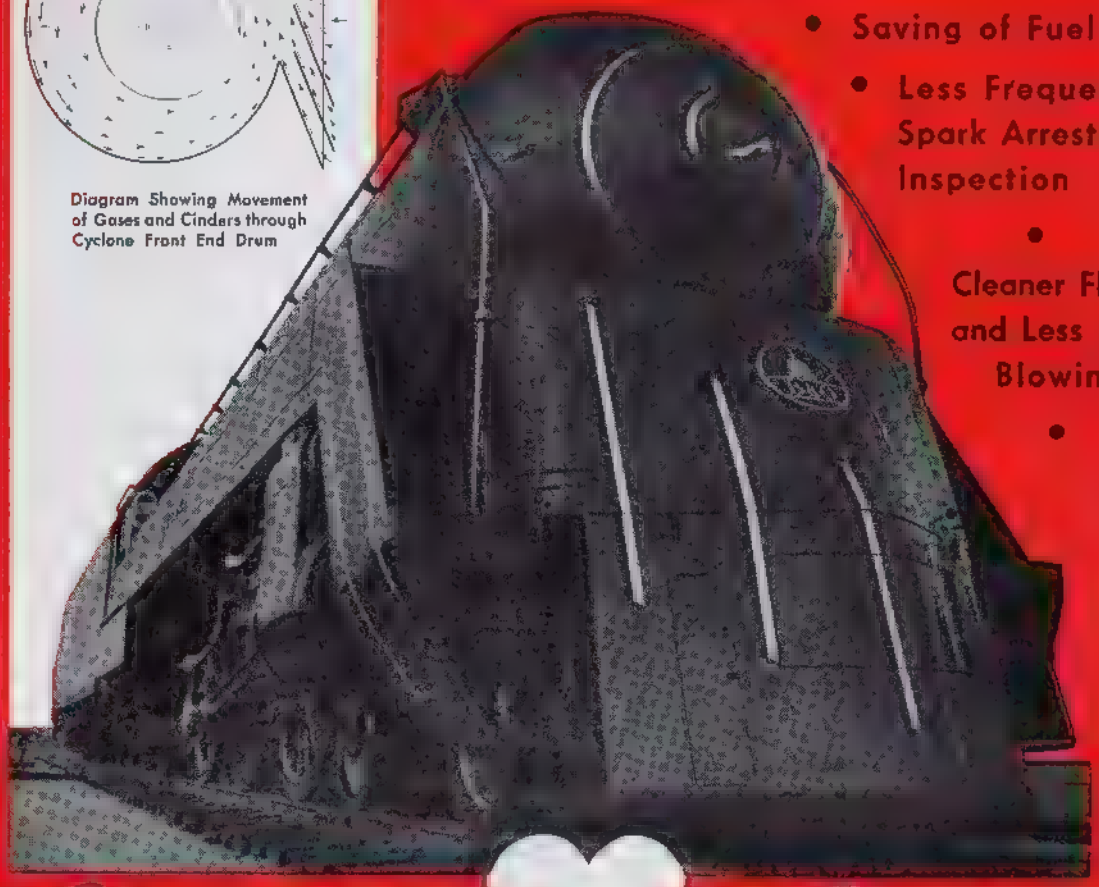


Diagram Showing Movement of Gases and Cinders through Cyclone Front End Drum

ON BALTIMORE & OHIO LOCOMOTIVES HANDLING THE NEW "CINCINNATIAN" TRAINS

for

- Good Steaming Qualities
- Dependability
- Less Smoke
- Elimination of Fire Hazard from Stack Sparks
- Freedom from Netting Trouble
- Saving of Fuel
- Less Frequent Spark Arrester Inspection
- Cleaner Flues and Less Flue Blowing



Locomotive Firebox Company

PHILADELPHIA CHICAGO MONTREAL

L-B TRACK

NEW STYLE FLEXIBLE TRAIN TRACK

Being

Nationally Advertised

in 1947 in the leading trade and consumer magazines, newspapers and radio

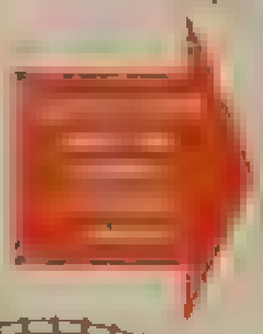
1 ***Extreme Flexibility***
Can be erected straight or curved into any desired shape.

2 ***Use with Any Popular Track***
Connects in usual manner with any make of 2 or 3 rail track by simply using the various size pins supplied. Also fits any switches or crossovers

3 ***Simple Constructive Assembly***
While extremely easy to assemble, L. B Track combines play with imaginative skill, thus providing definite educational value Easily taken apart to reshape or store away

Pat No. 2196257 and Patents Pending

A COMPLETE TRACK UNIT IN ITSELF



EVERYONE LIKED THE 1946 PACKAGING . . . and NOW, AN EVEN MORE ATTRACTIVE GIFT BOX

REGULAR SIZE BOX (1" x 14")

3 rails which, when assembled, make one piece of track equal to **10** lengths of 0-gauge track (total 87½")

Individual cellophane package containing **58** durable slotted hardwood ties; sufficient quantity to permit erecting realistic appearing track as illustrated.

Minimum shipment: one carton (24 boxes). Shpg. Wt. 39 lbs.

DE LUXE SIZE BOX (1½" x 14")

3 rails which, when assembled, make one piece of track equal to **17** lengths of 0-gauge track (148¾").

Individual cellophane package containing **99** durable slotted hardwood ties

Minimum shipment: one carton (18 boxes). Shpg. Wt. 40 lbs.

BOTH SIZE BOXES include:

Individual package containing various size pins for connection with all other makes of track and 2 electrical lock-on connections Complete instructions.

Guaranteed Prompt and Complete Deliveries in 1947

SALES HELPS: 3-color, beautifully illustrated, 2-page sales folder, 8½" x 11", for mailing lists and other purposes supplied on request Also counter displays, photographs and newspaper mats

SEE L-B TRACK ON DISPLAY AT THE AMERICAN TOY FAIR

HOTEL McALPIN NEW YORK CITY • MARCH 10th to 22nd • ROOM 1021

EASTERN REPRESENTATIVE: ED. MILLER, President MODEL INDUSTRY ASSOCIATION
MID-WESTERN REPRESENTATIVE AL. BISSELL, Formerly Mid-Western Sales Manager LIONEL CORPORATION

Printed in U. S. A.

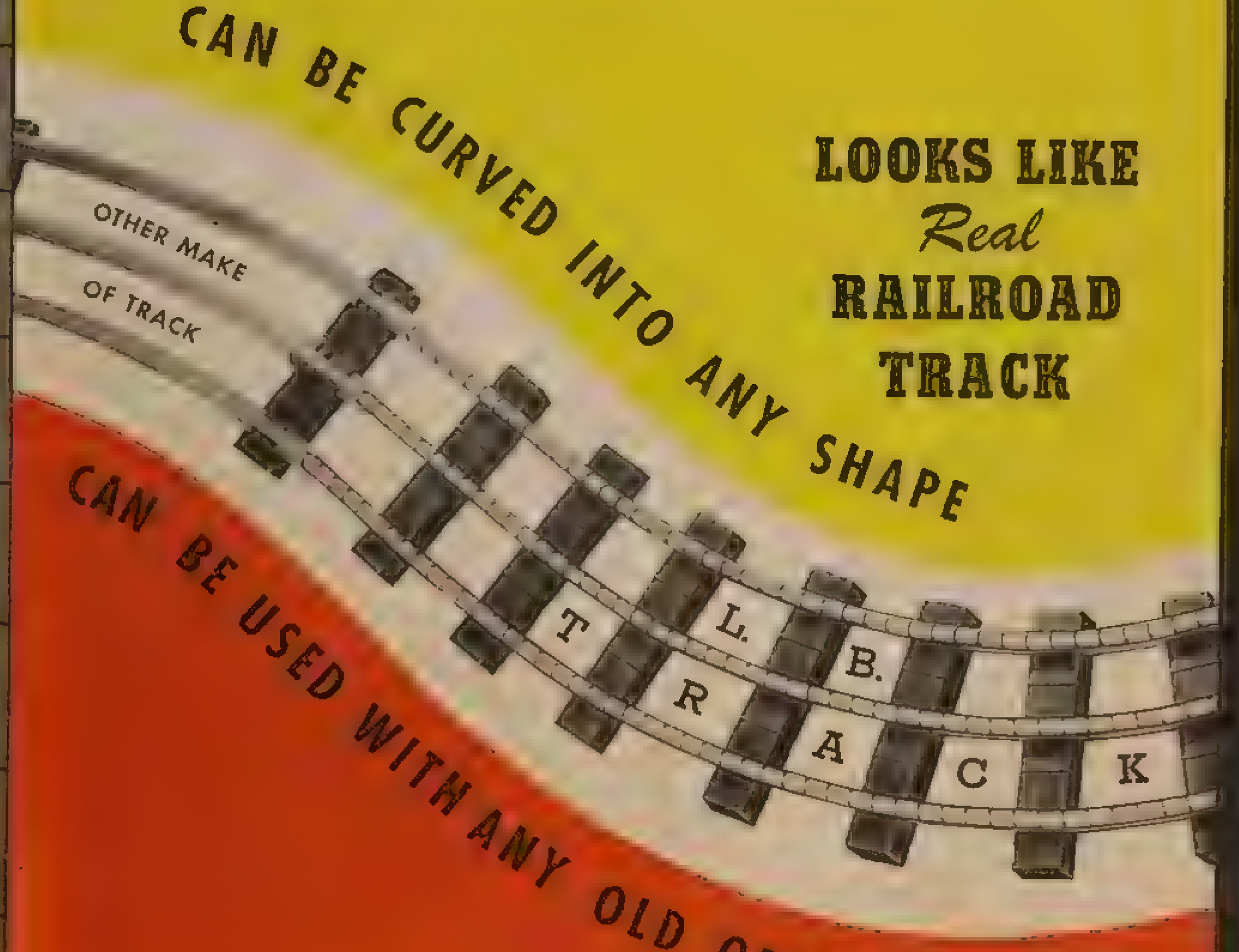
THE LEGANGER BRYANT CO.

925 W. CHICAGO AVE.
CHICAGO 22, ILLINOIS

MOST SENSATIONAL TRAIN TRACK DEVELOPMENT IN YEARS

CAN BE CURVED INTO ANY SHAPE

LOOKS LIKE *Real* RAILROAD TRACK



CAN BE USED WITH ANY OLD OR NEW TRACK

METAL MASTERS

DIE-CAST

TOW TRUCK

Neww!

RATCHET HANDLE HOLDS POSITION WHILE TOWING OTHER CAR.

REMOVABLE BOOM PERMITS CONVERSION TO ALL-PURPOSE UTILITY TRUCK.

NEW YORK TOY FAIR

METAL MASTERS CO., INC.

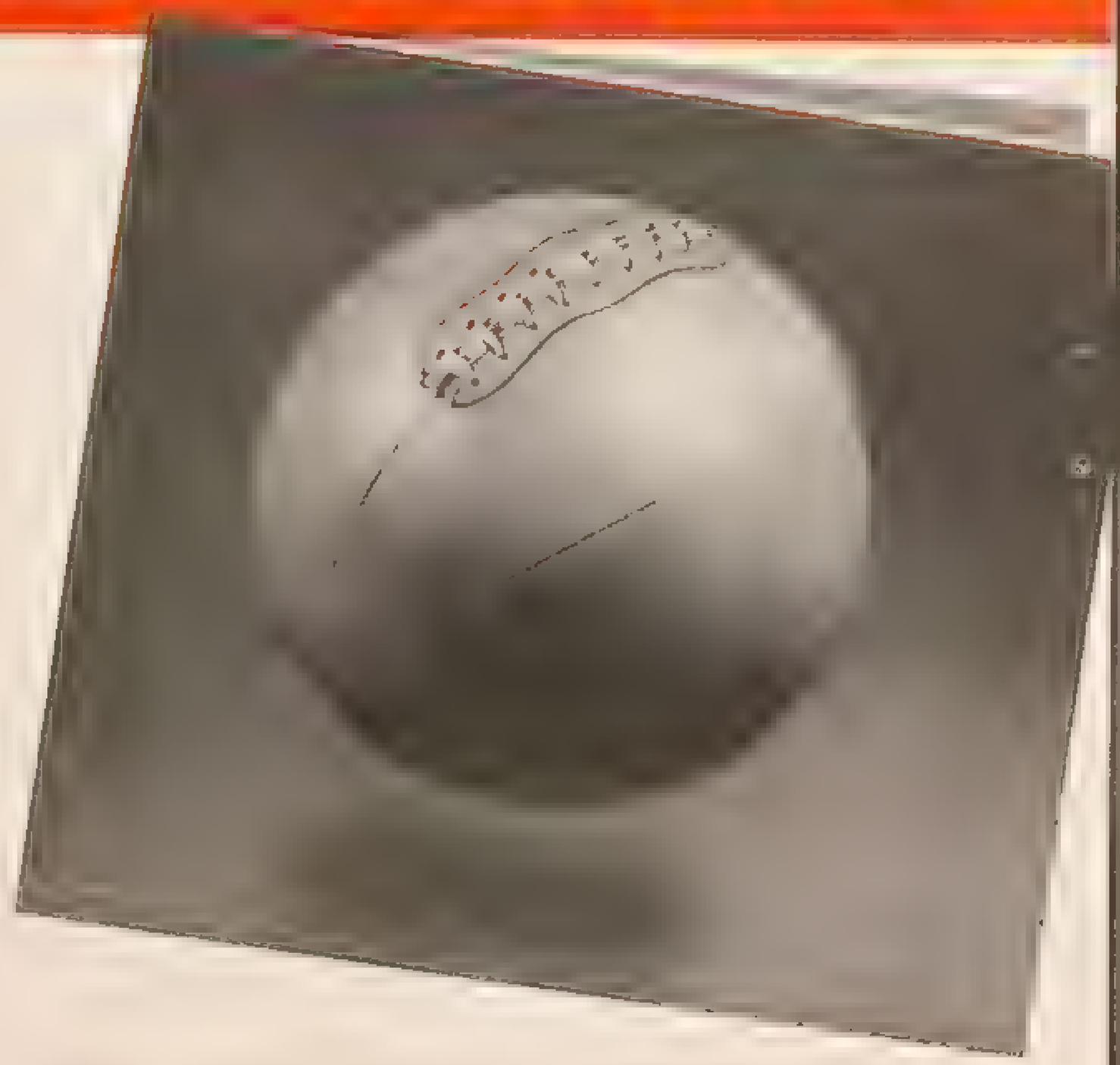
POTTSTOWN - PENNSYLVANIA PERMANENT NEW YORK SHOWROOM - ROOM 511 - 200 FIFTH AVENUE - NEW YORK, N. Y.

FOOTBALLS AND BASKETBALLS

BY ALL STATE MFG. CO.
ELKTON • MARYLAND

ALL BASKETBALLS AND FOOTBALLS HAVE THE FOLLOWING FEATURES:

- Du Pont Fabrikoid Cover
- Nylon Stitching
- Inflated Rubber Bladder



• FULL-SIZE BASKETBALL
PACKED 1 DOZ. TO CARTON
10 Unlined
:9 Single-Lined
12 Double-Lined

★FULL-SIZE FOOTBALL
PACKED 1 DOZ TO CARTON
#13 Unlined
#14 Single-Lined
#15 Double-Lined

★JUNIOR-SIZE FOOTBALL
PACKED 2 DOZ TO CARTON
#11 Unlined

★TOUCH-SIZE FOOTBALL
PACKED 2 DOZ. TO CARTON
#2 Unlined
#1 Single-Lined

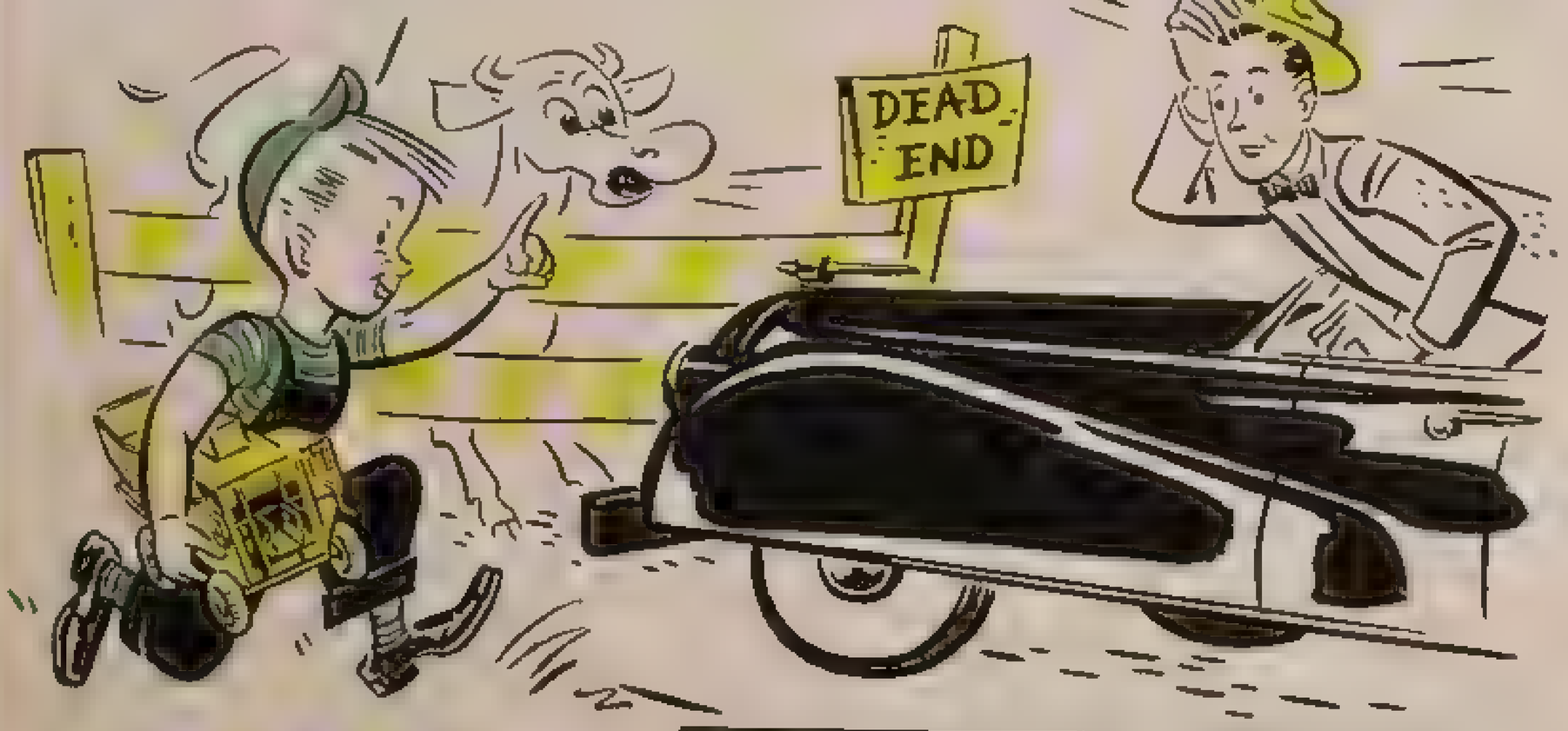
SOLD EXCLUSIVELY THROUGH

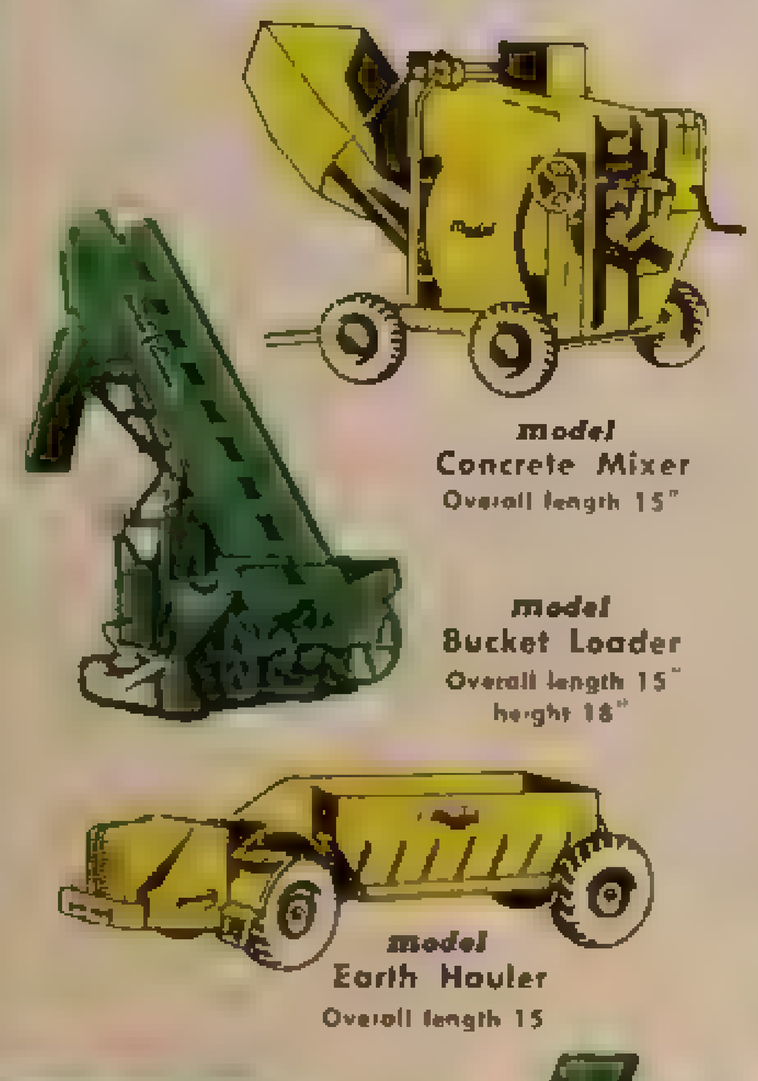
SEABOARD DISTRIBUTING COMPANY, INC.

SECURITY TRUST BLDG. POTTSTOWN PENNA PERMANENT NEW YORK SHOWROOM ROOM 511 200 FIFTH AVENUE NEW YORK N Y

"Don't worry, Sir—
I'm MODEL Constructioneer Smith,
ready **with my own Model Concrete Mixer**
to extend the road as far as you like!

Model Moments





model
Concrete Mixer
Overall length 15"

model
Bucket Loader
Overall length 15"
height 18"

model
Earth Hauler
Overall length 15

SPECIAL NOTICE!

Three Model Toys are now in *full production!* Immediate shipments are being made of Model Concrete Mixers, Bucket Loaders and Earth Haulers

All indications point to 1947 being another BIG toy year. But buyers are becoming more critical all the time. They want *quality* toys—Model Toys!

Place your order *NOW* for holiday selling! Be prepared to reap the profits of full capacity business. Remember, you don't gamble on prices with Model Toys —you are thoroughly *protected against any price decline.*

THE CHARLES WM. DOEPKE MFG. CO., ROSSMOYNE (CINCINNATI), O.
Export Division, P. O. 401, South Bend 24, Indiana, U. S. A.
Cable Address: United, U. S. A

Model TOYS

For prices and complete information, consult
Model Toys Sales Representatives

NEW YORK N Y
Jos. J. Barnet
Port Sales
[illegible] Avenue Bldg

ATLANTA GA
[illegible]
175 Peachtree St N E

DALLAS TEXAS
[illegible]
755 Elm Street

CINCINNATI 8 OHIO
Wm. Makepeace & Son
37 Michigan Ave

SAN FRANCISCO 3 CALIF
Ann Peters
Western Merchandise Mart
755 Market St

CANADIAN AGENTS [illegible]

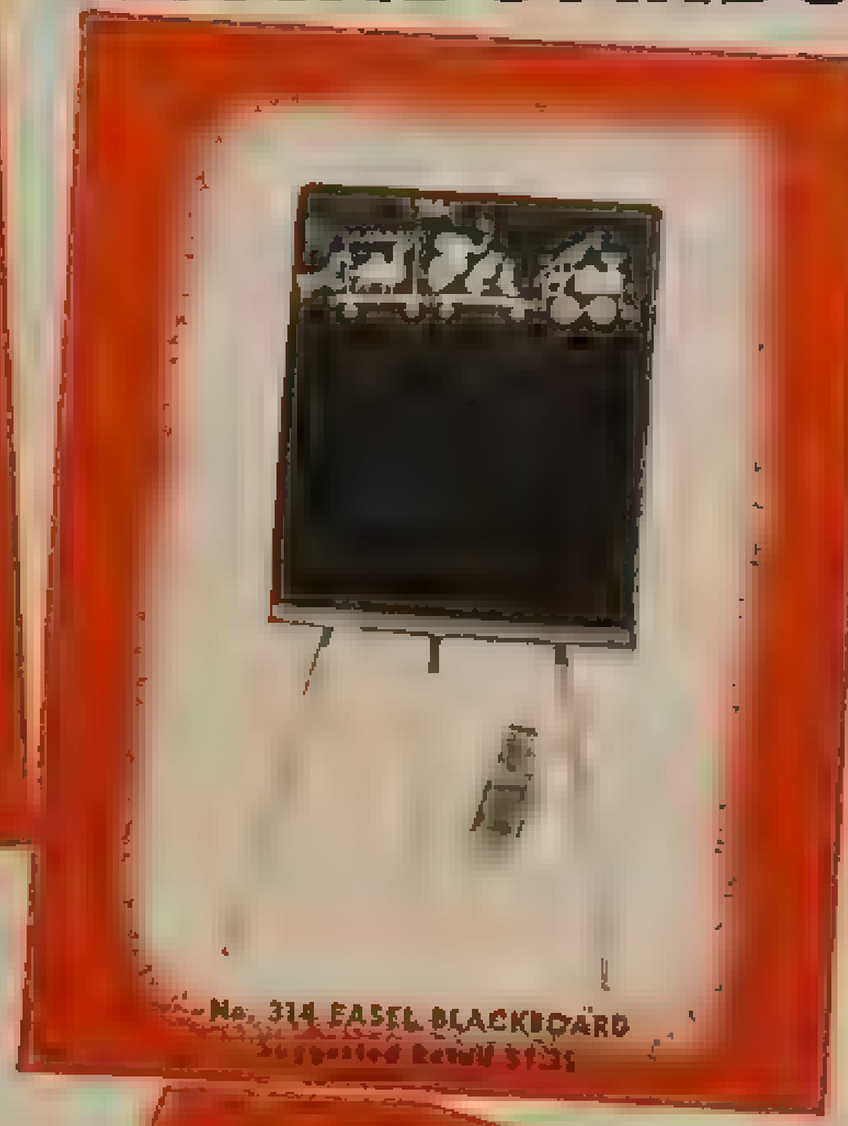
STEADY PROFITS

TODAY...and for years to come!

ROWLES

Schoolway — Playtime

BLACKBOARDS



FAST-SELLING EDUCATIONAL AIDS

Rowles "Playtime" and "Schoolway" Blackboards will be your biggest sellers every day . . . year after year . . . because they're always in demand.

More than just playthings . . . they're proven educational aids for children of all ages. Scientifically designed by pre-school and primary authorities, and produced by ROWLES, creators of Educational Blackboards and School Equipment for more than fifty years.

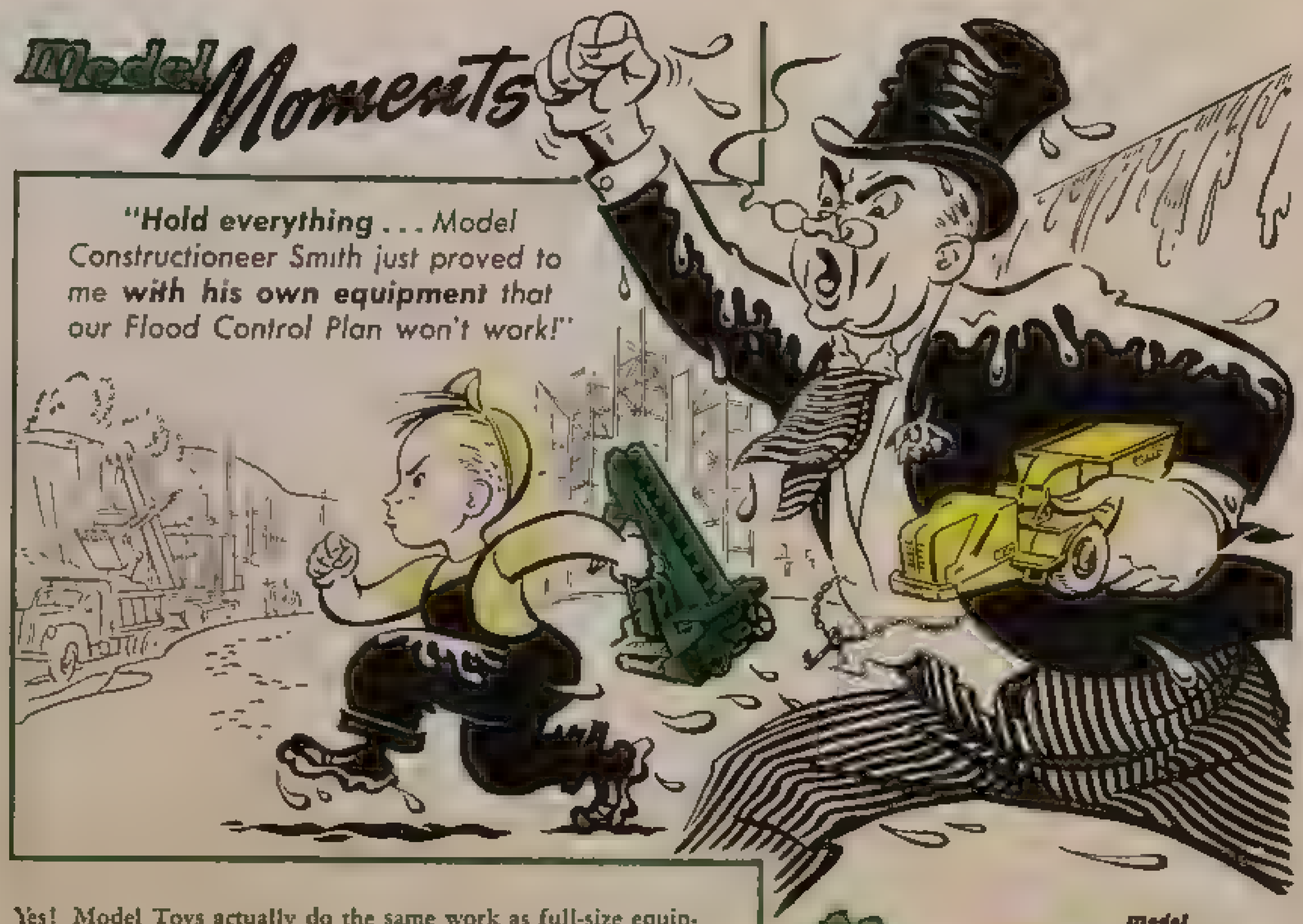
Let Rowles "Playtime" and "Schoolway" Blackboards build a steady volume of sales for today . . . and for the future. Write for illustrated catalog.

E.W.A. ROWLES COMPANY

ARLINGTON HEIGHTS, ILLINOIS

Manufacturers of EDUCATIONAL BLACKBOARDS *Since 1896*

Model Moments

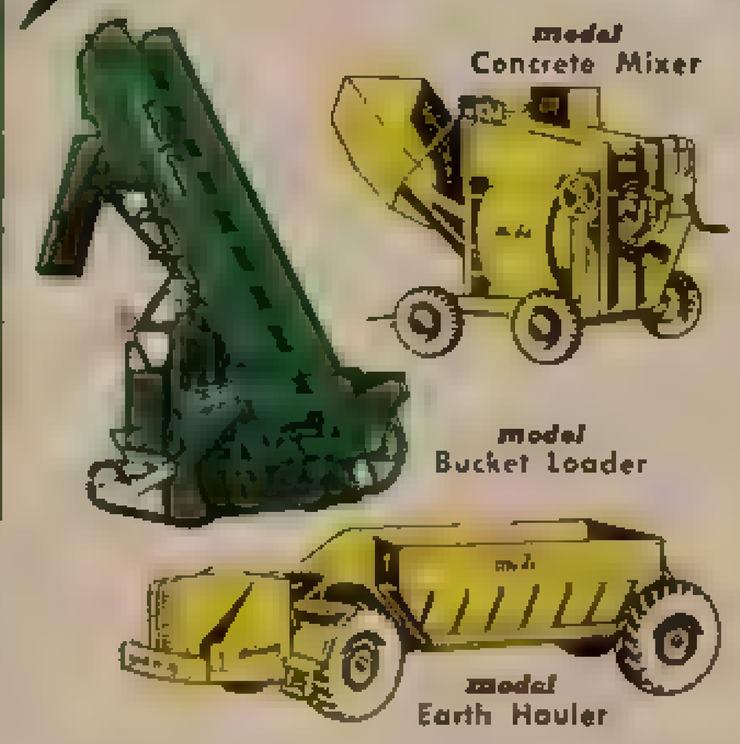

"Hold everything . . . Model Constructioneer Smith just proved to me with his own equipment that our Flood Control Plan won't work!"

Yes! Model Toys actually do the same work as full-size equipment. The reason? They are scaled reproductions, authorized by leading makers of construction equipment—Jaeger, Barber-Greene, and Wooldridge—to carry the name plates of their big brothers.

These sturdy all-steel toys are designed and built for long-time wear and lend themselves perfectly to realistic play. They appeal instantly to youngsters of all ages—and to Mom and Pop as well.

Here is a sensational new line you can't afford to overlook. Because all the Model Toys work so well together, one sale just naturally leads to another. Get in touch with the representative nearest you and place your order now for this fast-selling line of authentic construction toys.

THE CHARLES WM. DOEPKE MFG CO., ROSSMOYNE (CINCINNATI), OHIO
Export Division, P. O. 401, South Bend 24, Indiana, U. S. A.
Cable Address: United, U. S. A.



AT THE TOY FAIR—MARCH 10-22, 1947
See our displays at Room 1150, McAlpin Hotel . . . Room 553, The Fifth Avenue Building

Model TOYS

For prices and complete information, consult
Model Toys Sales Representatives

NEW YORK, N. Y.
Jos. J. Barnett,
Room 553
The Fifth Avenue Bldg.

ATLANTA, GA
W. A. Yarbrough,
Atlanta Toy Mart
175 Peachtree St., N. E.

DALLAS, TEXAS
Virgil A. Forrest,
2551 Elm Street

CINCINNATI 8, OHIO
Wm. Makepeace & Son,
1321 Michigan Ave.

SAN FRANCISCO 3, CALIF.
Ken Roberts
Western Merchandise Mart,
1355 Market St.

CANADIAN DISTRIBUTOR: D. J. MacDonald, Ltd., Toronto, Ont.

THE *Magic* PRINTER

Sensational New Printing Toy

IT'S NEW

IT'S SIMPLE

IT'S FUN

IT'S CLEAN

IDEAL FOR PRINTING ON POSTCARDS

The Magic Printer is a brand new idea in a printing toy and operates on the same principle as the most expensive fluid duplicators, using identically the same supplies. Simple to use.

Children can have fun making copies of their own original drawings, cartoons, small news sheets, personal calling cards, tickets, juvenile club functions, boy scout and girl scout work, etc.

Adults may use it for club functions, invitations, announcements, notices, illustrations, forms, etc. Ideally suited for printing on postcards.

MAKES UP TO 200 CLEAR COPIES IN AS MANY AS FOUR DIFFERENT COLORS ON ONE COPY

The Magic Printer is of all metal construction with accurately machined wooden printing roller to insure clear, intense, easy-to read copies. Packed in an outstanding 4 color box with simple instructions and all supplies necessary to do a complete printing job. A REMARKABLE BUY AT ONLY—

$2.95 Retail (Regular Trade Discounts)

LASTS A LIFETIME

SPECIFICATIONS
Box 6½" x14 x2"
Packed Minimum of 12 to Carton
Weight 25 lbs F O B

D. & R. MANUFACTURING CO., INC.

[illegible] U.S.A.

New

CADET BUGLER

The new Cadet Bugler is headed for nation-wide popularity. A real musical instrument, it can be played in drum and bugle corps, is pitched an octave higher than a regulation bugle. "Big brother" of the famous Bugle Boy and a direct descendant of the Aman Bugle, whose success was proven in its "hitch" in the Army.

Of red, white and blue plastic, the Cadet Bugler is 8¾" from mouthpiece to bell. Each is attached to an attractive card designed for use as a display piece or easel music stand . . . complete with instructions and bugle calls. Excellent for music store or toy department promotion. it's proven a best-seller everywhere.

Each Cadet Bugler mounted on this unique Music Stand-Display Card

By the makers of

CATAPLANE, BUGLE BOY, AMERICAN SONGSTER, BOY BUGLER, MUSICAL BUBBLE PIPE

Chicago Toy Co.

CHICAGO MUSICAL INSTRUMENT CO.
30 E. ADAMS STREET, CHICAGO 3, ILLINOIS

G... C... THE NEW

America's Own

MADE IN U.S.A.

Luellen HARMONICA

ORDER FROM YOUR JOBBER OR DIRECT

John Luellen & Co.

HAZEL CREST, ILLINOIS • WATSONVILLE, CALIFORNIA

The Pal-O-Mine **HURDY**

IT'S COLORFUL SURE-FIRE KIDDIE-BAIT

PLAYS 3 LILTING TUNES

[illegible] the colorful [illegible] you can [illegible] Hop a Bunny, [illegible] Mary Had a Little Lamb [illegible] Complete with playing [illegible] All the child has to do [illegible] the crank.

JOCKO DANCES 'ROUND AND 'ROUND

[illegible] Jocko has his hat in hand waiting for pennies from his admirers perched [illegible] the Hurdy Gurdy. When the crank is turned, Jocko dances 'round and 'round [illegible] the top.

IT'S A CIRCUS!

As [illegible] Band Concert or an Organ Grinder and his Monkey [illegible] a Circus Wagon with Leo the Lion in his cage, the Circus Band and the Fat Man, the bareback Rider, the Trick Cyclist and many others march in colorful parade [illegible] the Circus.

NOTHING BUT THE BEST

Only the very best of materials go into the Pal-O-Mine Hurdy Gurdy. And [illegible] mechanical precision and manufacture of all the desired and [illegible] features, the Hurdy Gurdy was designed by the nationally famous engineering Designers for Industry of Cleveland, Ohio.

IT WILL LAST!

The [illegible] Gurdy is [illegible] the finest [illegible] materials possible. The figures [illegible] are [illegible] Cast Resin. The unique plastic records [illegible] patented cast features are specially designed to take plenty of punishment.

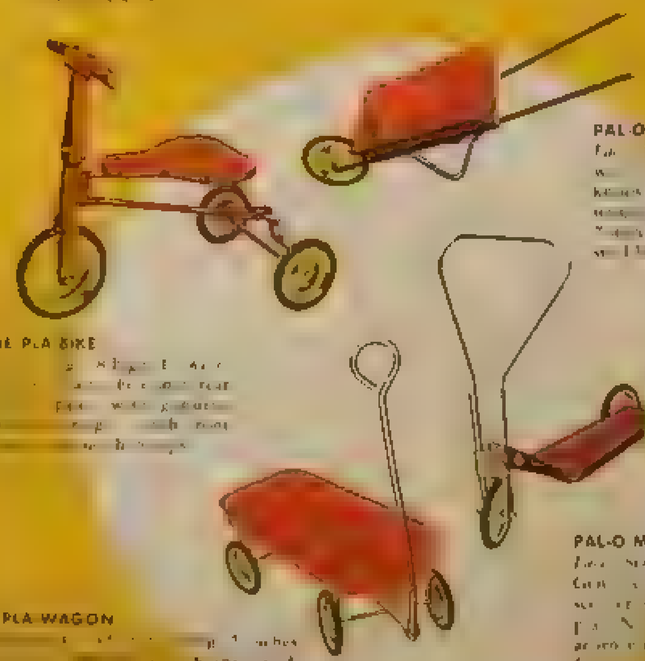
a Pal-O-Mine toy by **MUSICO**

...AND DON'T OVERLOOK THESE

Pal-O-Mine

ACTION TOYS FOR ACTIVE TYKES

Pal-O-Mine Toys are built to outlast the bruising, bossy little customer you are. They're heavy gauge tubular steel construction with a [illegible] finish in brilliant fire engine red, ivory and black. They're designed to go together easily. Have molded rubber tires that really stay on and they're stacked to withstand rough handling [illegible]



PAL-O-MINE PLA BARROW

[illegible]

PAL O MINE PLA BIKE

[illegible]

PAL-O MINE PLA KAR

[illegible]

PAL O MINE PLA WAGON

[illegible]

[illegible] by NUSCO

NUSCO MANUFACTURING CO., INC. • 1245 GRANT STREET AKRON 1 OHIO

I·N·T·R·O·D·U·C·I·N·G

FUN-O-MITE GUMBY

a Pal-O-Mine toy by

MAGNUS *presents the* FIRST *Professional*

CHROMATIC

ALL PLASTIC HARMONICA

ANOTHER GREAT CONTRIBUTION TO MUSIC BY FINN H. MAGNUS, INVENTOR OF THE WORLD'S FIRST ALL PLASTIC HARMONICA.

The most significant improvement in harmonica history in over 30 years. A streamlined chromatic instrument for professional harmonica players with a fresh, clean new look-key for playing the sharps and flats. The new MAGNUS CHROMATIC No. 500 has 40 reeds, 10 holes, 30 reeds, precision tone chamber smooth, comfortable mouth piece for ease of playing. Its vibrant tone quality is especially desirable for playing Latin American music. Supplied in choice of Ebony Black or Pearl White. Complete with a beautiful all plastic carrying case designed to match the instrument. Big scale national campaign will enhance the value of this instrument. Increased demand for this remarkable new instrument.

LIST PRICE $5.50

ORDER FROM YOUR JOBBER

FOR DELIVERY ABOUT MARCH 15th

Nationally Advertised

in
LIFE
N. Y. TIMES MAGAZINE
BOY'S LIFE
AMERICAN GIRL
CALLING ALL GIRLS
VARSITY
SCHOLASTICS GROUP
INSTRUCTOR
GRADE TEACHER
YOUNG AMERICA

INTERNATIONAL PLASTIC HARMONICA CORPORATION

44 DICKERSON STREET • NEWARK 4 N J

IN THE AIR NOW . . . on the airlines soon. The Martin 2-0-2 is passing flight tests in record time. Pilots say, "... more get up and go than any non-military plane . . . can't imagine any plane having better handling characteristics and more satisfactory stability either directionally, longitudinally or laterally . new airfoil design most successful!"

Here's Why Martin 2-0-2 Transports Take the ? Out of Airline Profits

Now in full production, the Martin 2-0-2 is rolling off the assembly lines for early delivery. Martin's large advance orders mean lower first costs to you, as original production costs are spread over a greater number of planes.

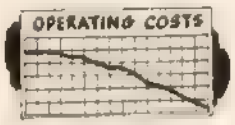
Unsurpassed in passenger comfort and convenience, this Martin luxury liner builds passenger acceptance and fills seats as only a postwar aircraft can. This spells airline profits today and in the future. THE GLENN L. MARTIN COMPANY, BALTIMORE 3, MARYLAND.

Martin AIRCRAFT

Builders of Dependable Aircraft Since 1909

FOUR Profit-Points for Airlines

LOWER first costs! Martin quantity production for large advance orders decreases first cost and increases the value of your equipment dollar from the start



LOWER operating costs! Ease of maintenance and servicing Martin 2-0-2 means shorter periods on the ground, more time in the air, increased operating profits

LARGER payloads! Greater seating capacity—36 to 40 passengers increases your seat per mile profit with the Martin 2-0-2 Modern design pays dividends!

HIGHER speed! Cruising at 280 m.p.h., the Martin 2-0-2 cuts per mile operating costs and turn around time. It speeds up schedules, fills seats, increases profits

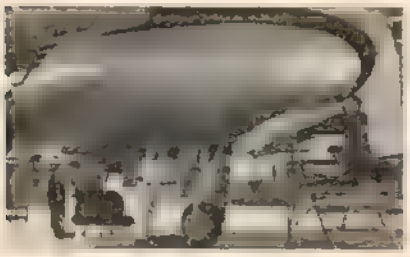
Travel or Ship by Martin Transport on These Great Airlines

Capital (PCA) • Eastern • Chicago & Southern • Braniff International • United
Northwest • Delta • Panagra • Cruzeiro do Sul (Brazil) • Aeroposta (Argentina)
Nacional (Chile) • Mutual • Flying Tiger • Air Borne Cargo • U. S. • Willis

Martin Memo

Published by The Glenn L. Martin Company
Baltimore 3, Maryland

Martin Military Transport . . . The Martin 2-0-2 commercial transport, now in production for 15 leading airlines, cruises a hundred miles an hour faster than prewar twin-engine transports. Plans for a military version of the speedy transport reveal that it can carry 50 completely equipped soldiers or 15,000 pounds of cargo. Large doors make possible the easy loading of heavy military equipment.



Low-Cost Maintenance . . . is built into the Martin 2-0-2 transport. Numerous doors and panels give easy access to important maintenance locations and facilitate routine inspections. Fast underwing fueling cuts service time. Time saved here means lower maintenance costs.

Large Orders Cut Cost . . . Martin has orders for more new transports than any other manufacturer These big orders spread first production costs over a large number of planes . . . give purchasing airlines these modern transports at lower cost.

Marvinol . . . the plastic raw material, developed by Martin research, has proved to be a useful material in the production of aircraft. Light, hard-wearing Marvinol provides the cabin of the Martin 2-0-2 with smart scuff-proof wall and floor coverings and upholstery. It will soon be used in many other locations in airplanes.

Cargo Version . . . of the Martin 2-0-2 will carry 15,000 pounds of cargo at express speeds. A large six by eight foot cargo door makes for fast, easy handling of large and small items. A variety of fittings (bins, racks, shelves, refrigerator units) enables operators to handle any type of cargo with speed and efficiency. The Martin 2-0-2 cargo plane can be operated for as little as 5½ cents per ton-mile.

Increased Profit Margin . . . Carrying 36 to 40 passengers (almost twice as many as prewar twin-engine airliners), the Martin 2-0-2 needs only eighteen passengers to break even. The large load carried by this speedy airliner enables airline operators to increase profits without increasing operating costs.

Cuts Operating Costs . . . The high cruising speed of the Martin 2-0-2 enables airline operators to speed up schedules . . . fill seats with satisfied passengers . . . cut turn-around time . . . complete more trips between inspections. In short, the 2-0-2 cuts per-mile operating costs and increases airline profits.

Proved in Flight . . . Already many hours in the air, the Martin 2-0-2 will soon be flying the world's skyways for these great airlines and cargo carriers: Capital (PCA) . . . Eastern . . . Chicago & Southern . . . United . . . Northwest . . . Delta . . . Panagra . . . Cruzeiro do Sul (Brazil) . . . Aeroposta (Argentina) . . . Nacional (Chile) . . . Mutual . . . Flying Tiger . . . Air Borne Cargo . . . U. S. . . . Willis.

Martin Advanced Research . . . Having recently acquired the assets and patents of Rotawings Inc., The Glenn L. Martin Company has added the field of rotary wing aircraft to its extensive list of advanced scientific fields undergoing study in the Martin research laboratories. This new division of The Martin Company will carry on experiments and research in control systems and rotary hubs and blades. Other advanced scientific fields being studied by Martin include electronics . . . trans-sonic speeds . . . jet propulsion . . . rocketry . . . plastics . . . guided missiles . . . and others.

Jet Power . . . Navy's newest patrol plane has a top speed of well over 350 m.p.h. . . . range of 3,000 miles. Designed and built by Martin, the XP4M-1 has two jet engines for high speed spurts . . . and two conventional engines for long range. The four engines are mounted in two nacelles, giving the appearance of an ordinary twin-engine aircraft.

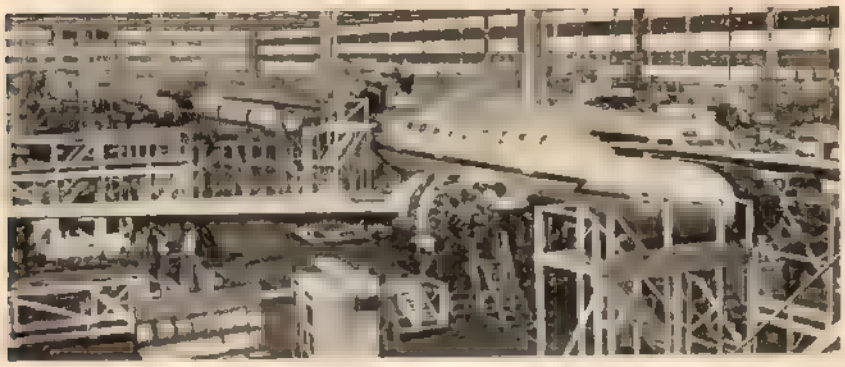
Martin AIRCRAFT

Builders of Dependable Aircraft Since 1909

Martin Memo

Published by The Glenn L. Martin Company

Baltimore 3, Maryland



On the Way . . . Here's the final assembly section of the Martin 2-0-2 production line. These 2-0-2's will soon go into operation for Northwest Airlines. Sixteen of the world's leading airlines have ordered Martin transports . . . with other sales as yet unannounced.

Now Flying . . . The Martin 2-0-2 luxury liner will soon set new standards in speed, comfort and dependability on these great airlines and cargo carriers: Capital (PCA) . . . Eastern . . . Chicago & Southern . . . Braniff International . . . United . . . Northwest . . . Delta . . . Panagra . . . Cruzeiro do Sul (Brazil) . . . Aeroposta (Argentina) . . . Nacional (Chile) . . . Mutual . . . Flying Tiger . . . Air Borne Cargo . . . U. S. . . . Willis

Martin 2-0-2 Military . . . In military service, the twin-engine Martin 2-0-2 will provide the same efficiency and economy as the commercial model. Plans for the military version reveal that the 2-0-2 can carry 50 completely equipped soldiers or 15,000 pounds of cargo. Bulky cargo, engines and jeeps can be easily loaded through six by eight foot cargo doors.

Specialized Technical Training . . . in the operation, maintenance and repair of the Martin 2-0-2 has been made available by The Martin Company to the personnel of purchasing airlines. The objective of this program is to make the 2-0-2 more valuable to airline operators by enabling them to realize fully its operating and maintenance efficiency.

Lower First Cost . . . Martin's backlog, including orders for more transports than all competitors, spreads first production costs over a large number of planes. Martin quantity production gives purchasers these modern transports at a low cost

Products of Experience . . . The Navy's new Martin Mauler—AM-1—is designed to operate from our largest carriers. It's the Navy's most powerful long-range, single seater, dive-torpedo bomber. Other aircraft being built by Martin for the Navy include the PBM-5 and PBM-5A Mariners, the JRM-2 Mars and the recently announced XP4M 1.

Operates for Less . . . Carrying 36 to 40 passengers (almost twice as many as prewar twin-engine transports) at a near 5-mile-per-minute clip, the Martin 2-0-2 cuts operating costs and turn-around time. This means more trips between inspections . . . greater profits for airlines.

A $195,000,000 Backlog . . . is going to make 1947 Martin's busiest peacetime year. Included are orders for postwar commercial airliners, cargo planes, advanced military aircraft and research in rocketry, pilotless aircraft and other scientific fields. This does not include orders for Marvinol . . . versatile plastic raw material

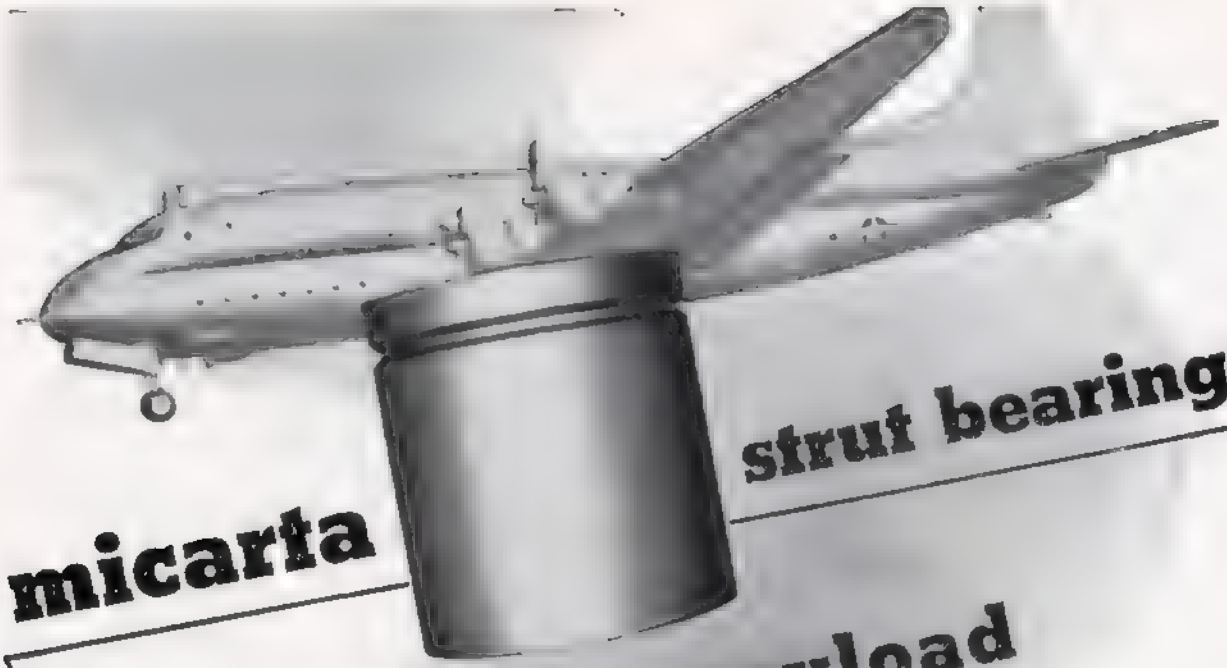
15,000 Lbs. of Cargo . . . can be carried by the cargo version of the Martin 2-0-2. Special features include a large six by eight foot cargo door . . . a variety of specially designed bins, racks, shelves and refrigeration sections with ample nets and tie-downs for safe storage of cargo . . . a cargo compartment of 1,909 cubic feet. The Martin 2-0-2 cargo plane cruises a hundred miles an hour faster than prewar transports and can be operated for as little as 5½ cents per ton-mile

Less Time at Airports . . . Fast underwing pressure fueling . . . reversible pitch propellers . . . optional built-in passenger ramps are a few of the features of the Martin 2-0-2 which cut ground-servicing and loading time.

Time-Saving Maintenance . . . Numerous doors and panels were designed in the Martin 2-0-2 to provide easy access to important maintenance locations. This facilitates routine inspections and major overhauls . . . expedites service. These built-in timesavers mean lower maintenance and servicing costs.

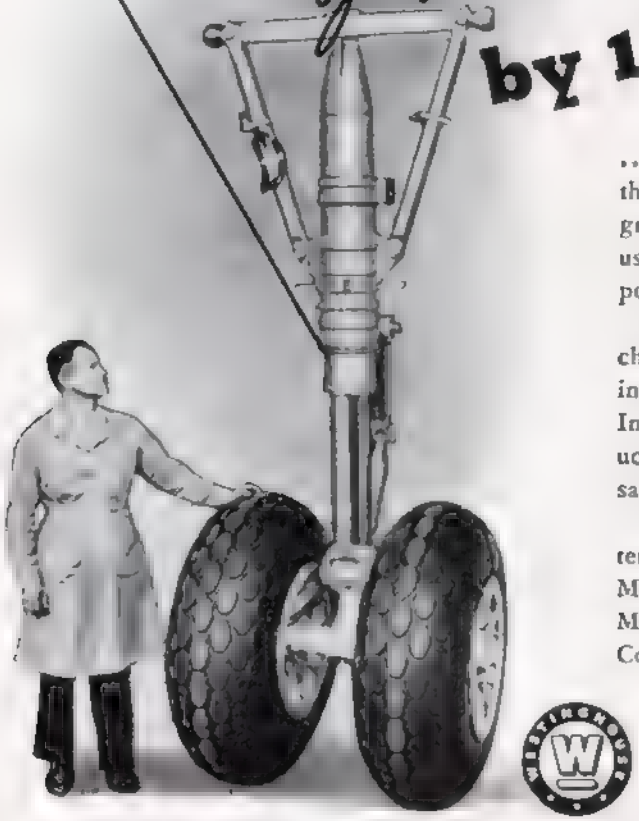
Martin AIRCRAFT

Builders of Dependable Aircraft Since 1909



micarta strut bearings

increase payload of Lockheed Constitution by 110 pounds



Landing gear shock strut of the Lockheed "Constitution" (manufactured by the Menasco Manufacturing Co., Burbank, Calif.).

. . . because Micarta strut bearings are four-fifths lighter than bronze bearings! They combine light weight with great strength. That's why Micarta strut bearings are used on the landing gear of the world's largest transport plane. Valuable payload is increased.

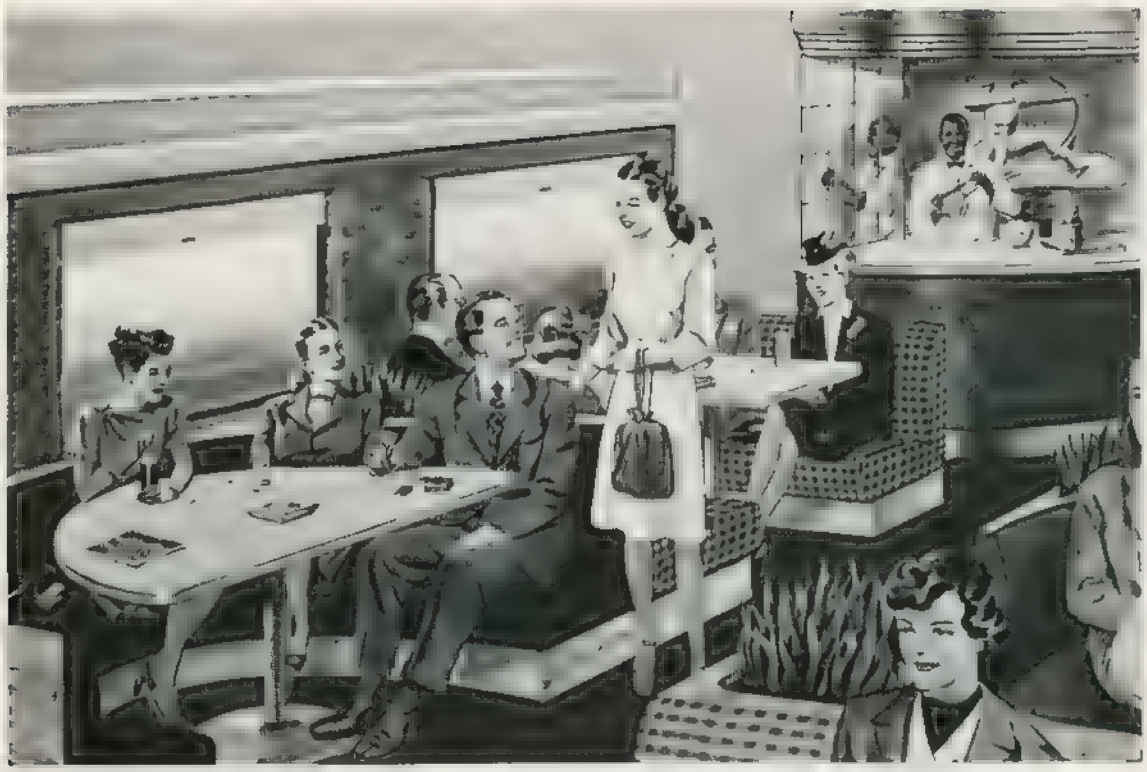
Low-cost Micarta strut bearings are cut and machined from stock Micarta tubing. Micarta is supplied in plates, blocks, rods, tubes, channels, zees and angles. Investigate the use of Micarta for your aircraft products. Machining costs are low . . . production time is saved . . . aircraft payload is increased.

For complete information about this versatile material, call your nearest Westinghouse office for a Micarta Application Engineer. Write for the new Micarta Data Book B-3184-B. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-06410

MICARTA DIVISION OF

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE



Timed for your most glorious Vacation . . .

THE MILWAUKEE ROAD'S

Olympian Hiawathas

between Chicago and the Pacific Northwest

TO SERVE summer travel, the OLYMPIAN HIAWATHAS will start operating in advance of receiving their full complement of postwar equipment. Ten of the cars in each twelve-car train will be brand new and brilliantly different. As soon as they are delivered, two distinctive, new, all-room cars will replace the room sleeping cars temporarily in service.

The diesel-powered OLYMPIAN HIAWATHAS will offer many new advantages in luxury, economy, speed and riding ease. You'll enrich your western vacation by taking The Milwaukee Road to Yellowstone; the dude ranch country of Montana and Washington; the Grand Coulee and Spokane lakes area, and the Seattle-Tacoma region with Mt. Rainier, Mt. Baker, the Olympic Peninsula and other Puget Sound attractions.

Free Vacation Information

Write today for literature on vacations in the Northwest Wonderland via the OLYMPIAN HIAWATHAS, newest member of the Speedliner fleet. Address F. N. Hicks, Passenger Traffic Manager, 706 Union Station, Chicago 6, Ill.

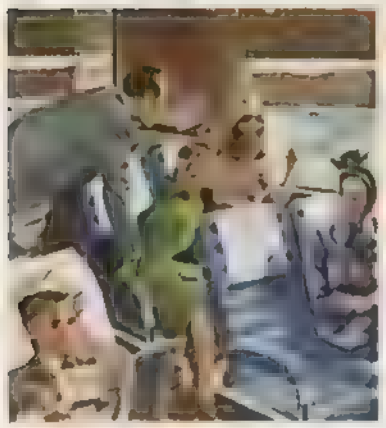
CHICAGO MILWAUKEE ST. PAUL AND PACIFIC

THE
NEW YORKER

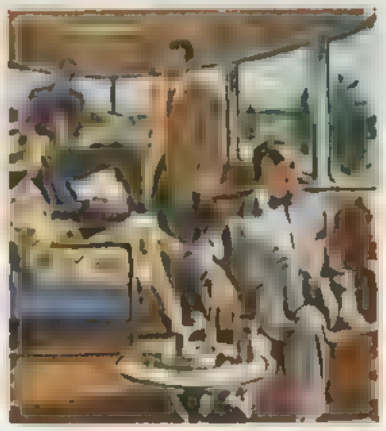
Vacation all the way—

on New York Central's new luxury coaches

STEP ABOARD the world's largest fleet of post-war coaches, and you step straight into a glorious vacation. Shut the door on summer heat, and relax in air-cooled comfort. Enjoy Central's lean-back seats, wide windows, and modern luxuries that make your 1947 holiday a vacation *all the way!*



SPACE TO SPARE at a low coach fare with 12,000 more luxury seats now available daily in New York Central's three miles of gleaming new streamlined, air-conditioned, post-war coaches.



LAZE AND GAZE at the scenic Water Level Route from the streamlined *coach* observation cars of such famous trains as *The Pacemaker*, *The James Whitcomb Riley* and *Empire State Express*.

FREE 1947 Vacation Guide

Colorful booklet describes Holiday territories in "Central" land. Write to Room 1334T, New York Central System, 466 Lexington Ave., New York 17, N.Y.

Name _____

Address _____

City _____ State _____

EXPLORE New York Central's 11,000 scenic miles at LOW COACH FARES

NEW

NEW YORK CENTRAL

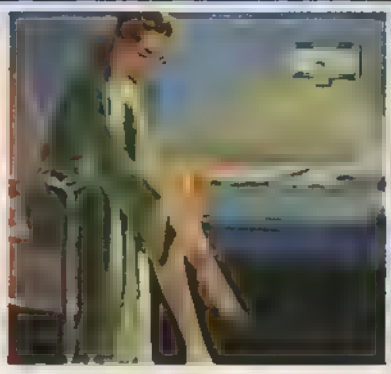
The Scenic Water Level Route

You go, weather or no, *on the Water Level Route*

It's Always Fair Weather for travel aboard New York Central's *Great Steel Fleet*. From the cozy vantage point of your Club Car easy chair, it matters neither to your plans nor your peace of mind when sleet glazes the highways or clouds blot out the winter sky.

NEW *Streamliners and Dreamliners*

This year, a vast new fleet of daylight streamliners and overnight, all-room Dreamliners will spotlight the NEW in New York Central.



Rest Assured! A deep-mattressed bed, cradled by the smooth Water Level Route, invites you to rest . . . and you rest assured that Central's all-weather transportation will get you there....refreshed and ready for the day ahead.

Deep Seated Comfort. The comfort of a thrifty reclining seat in one of Central's air-conditioned coaches goes deeper than feather-soft cushions. For there's the deep down *mental* comfort of traveling in the world's safest way!

©1947, New York Central Railroad Company

NEW YORK CENTRAL

The Water Level Route — You Can Sleep

...the dependable, year-round comfort of New York Central

Always Seasonable! Remember the air-cooled sleep you enjoyed in hot weather on New York Central's great overnighters? Well, you'll find your berth or private room every bit as comfortable this winter. The same perfect year-round travel climate. The same smooth Water Level Route. The same all-weather certainty that you'll get there tomorrow . . . refreshed . . . ready for your business day.

Always Reasonable! You can depend, too, on a top money's worth for each travel dollar. That's true in New York Central dining cars. It's true on the world's largest post-war luxury coach fleet. So, let the snowflakes fly outside your wide view window. They only emphasize your air-conditioned coziness . . . your complete independence of weather when you go places at Central's low coach fares.

NEW

NEW YORK CENTRAL

The Water Level Route—You Can Sleep

W F LOSCH JR
35 PROSPECT AVE
LONG BEACH 3 CALIF

Right to the Roof-Tops

Air mail travels fast—but never more swiftly than in the vicinity of Los Angeles, California, where Los Angeles Airways, Inc. provides "roof-top" delivery of air mail with Sikorsky S-51 helicopters. Now operating three routes serving some 30 communities within a 50-mile radius of the Municipal Airport, this unusual airline saves from 4½ to 19 hours on daily air mail deliveries

In pioneering helicopter air mail delivery, Los Angeles Airways, Inc. is providing an entirely new type of service that not only meets the requirements of public convenience and necessity, but is tailored to the specific needs of the area it serves.

Leadership, in any field of endeavor, is won by pioneering...maintained by continued research, careful planning and rigid adherence to the most exacting standards of quality. The universal acceptance of OSTUCO Seamless Steel Tubing by aircraft designers and manufacturers is evidence of OSTUCO leadership in providing tubing specifically tailored to the needs of the aviation industry.

OSTUCO

THE OHIO SEAMLESS TUBE COMPANY

Plant and General Offices: SHELBY, OHIO

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The girl, a boat and an Evinrude equal a blissful day on the lake

NEW EVINRUDES

FEATURE WEEDLESS DRIVE

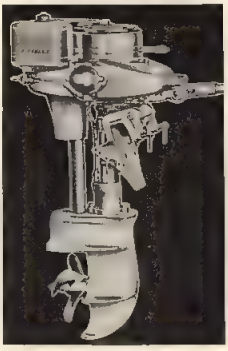
THE versatile modern outboard tackles just about any job that comes along, from driving the smallest yacht tenders and rubber boats to powering good sized runabouts and outboard cruisers.

But it is in fishing service that most outboards log their greatest mileage. Nation-wide surveys have repeatedly shown that the large majority of owners use their motors for fishing—"some of the time or a lot of the time." So, logically, Evinrude's engineering and experimental departments are constantly working to perfect new features which promise to enhance their products' usefulness to fishermen.

The latest feature—and doubtless for many users the greatest—is Evinrude's newly announced "Weedless Drive." With this new-type lower unit the fisherman can confidently drive full power through reeds and the thickest carpets of lotus, hyacinth and other water growths which are becoming increasingly prevalent in the best fishing waters throughout the country. The new driving unit thrusts cleanly through rank growths that would quickly throttle any motor equipped with conventional drive.

The specially designed weedless wheel accounts for only a small fraction of the efficiency of the new drive. The entire housing is designed to keep weeds away from the wheel.

The Weedless Drive will be standard on two of Evinrude's most popular light models, Sportsman and Sportwin. Tests have proved that with this drive, boat speed in clear, open water is not only equal to that delivered by conventional drives, but with average load distribution and boat trim—heavy by the stern—the upward thrust of the sharply



The big 22½ h.p. Speedetwin designed for runabouts and other fast types will produce up to 35 miles speed

angled propeller tends to level the boat, thus actually increasing driving efficiency.

The new drive is ruggedly constructed to take the banging over shallow bottoms, rocks and deadheads. Its rubber cushioned propeller practically eliminates shear pin replacements. Power is efficiently transmitted through finely machined spiral bevel gears.

Now entering their 38th year in the manufacture of outboard motors, Evinrude has long emphasized that a wide range of models is required to properly power the many different types and sizes of boats available for outboard service. Evinrude's 1947 line includes 7 models covering a range of from one to more than 30 horsepower. Smallest model is the handy Ranger, widely used for powering dinghies, canoes and light-weight boats. With Sportsman and Sportwin, Evinrude offers an exceptionally wide choice of models in the light motor field.

Since 1928 Evinrude has featured four-cylinder construction in higher powered models, and is the only maker of this type. Headliner of the fours is the famed Zephyr, as it offers all the advantages of four-cylinder construction in a motor of popular size for average boats and service. Many new features have recently been added, including push-botton primer and one-lever speed control.

Another popular four is the Lightfour, developing 9.7 O.B.C. certified brake horsepower at 4,000 r.p.m. with total weight, including Simplex Starter, of only 66 pounds. Lightfour is also available with extra depth heavy duty reduction gear drive, ratio 11-to-31, making a highly efficient power plant for driving heavy hulls.

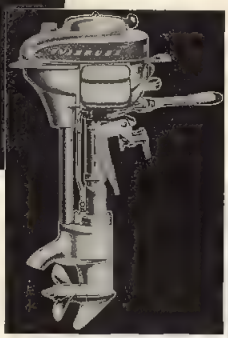
Evinrude's largest engine is the Speedifour, a swift and powerful outboard for cruisers, runabouts and heavier boats. It will produce up to 40 miles on a suitable hull. These are supplied with a compression release which gives the starting ease of smaller engines. They develop 33.4 O.B.C. certified horsepower at 4,000 revolutions. A smaller four cylinder engine is the Zephyr intended for family and fishing boats. It will drive small runabouts and similar craft at high speeds and produces 5.4 h.p. at 4,000 revolutions. The popular Speeditwin rounds out the line of high powered models.

The Sportsman is a general all-around favorite now supplied with the new Weedless drive which permits it to penetrate the thickest weeds to the choicest fishing spots. This engine will permit full reversing as the power head can rotate through the full circle. The fuel tank has a large capacity while the engine produces 2 h.p. at 3,500 revolutions.

Smallest of the Evinrudes is the little Ranger, a 1.1 h.p. engine which weighs only 22 pounds. It is excellent for any small boat in which the engine must be carried to and from the boat often and well adapted to canoes, dinghies and small sailing craft.

As the last word in outboard starting convenience, all but the two largest Evinrude models are fitted with Simplex Starters. All models offer Co-Pilot steering, wear-proof trouble-proof centrifugal pump cooling, and underwater silencing with automatic exhaust relief

The 3.3 h.p. Sportwin with the new weedless drive which permits operation in all waters. This peppy twin has full reverse. The larger Lightfour is fast and produces 9.7 h.p. Its flexibility allows slow trolling speeds and up to 25 miles



The larger outboards supply ample speeds on family runabouts for towing aqueplanes and water skis, among the most thrilling of sports

A San Francisco Model Shop

By MARGARET M. MASSON

About seventeen years ago P. F. Gillette, now owner of the Gillette Model Shop in San Francisco, decided to commercialize on his life-long hobby —handicrafts. Now he's almost sorry he did! Don't get Mr. Gillette wrong, however. It's not that he doesn't like running a model shop—because there's nothing he'd rather do. What he does object to, is that he no longer has a Gillette-made model to call his own Time was when his personal collection contained as many as thirteen locomotives, all of his own craftsmanship. Today he has exactly none!

The reason is, of course, now that he has a shop his time is all taken up building special orders for customers. Or, if he does make a locomotive for himself, likely as not somebody will make him an irresistible offer, and he'll sell. Sometimes his patrons don't even give him time to get a picture taken so that he might at least have a photographic record of his handiwork. In one instance, believe it or not, the customer was in such a hurry to take his specially-ordered locomotive home, that Mr. Gillette didn't even have a chance to apply a coat of paint. The customer wouldn't wait for the paint to dry!

Although, by his impatience, one might suspect that particular customer was a youngster, Mr. Gillette says such was not the case. He happened to be Mr. Gillette's own doctor who is as rabid a model railroader as is his patient.

"All 'hobbyists' are kids at heart," says Mr. Gillette. "The only difference is that some are a little older than others. I don't claim that all men and boys are hobby fans, but I do believe nine out of ten of them are interested in model railroading."

Mr. Gillette has devoted many years of his life to building model locomotives. Although he has also built models of other kinds, including boats, racers and literally "hundreds" of planes, it is easy to see that Mr. Gillette's major interest is railroads. Fifteen years ago he was the first in San Francisco to make a two-rail locomotive, Mr. Gillette states. He was "master mechanic" and "superintendent of construction" for the now inactive San Francisco Model Railroad Club. He has been written up as an authority in his field in trade publications. Often when people from as far away as New York are in San Francisco, they call to see his railroad work.

Reputation Attracts Customers

Although his shop is not on a main

This Photo, Taken Several Years Ago, Shows Model Railroader P. F. Gillette in Front Row at Extreme Left in Herringbone Jacket, with Cigar) Occasion was the driving of the Golden Spike at Model Railroad Club Ceremonies Which Were Broadcast Over the Radio. Being Inspected Is Gillette-Built Model of Southern Pacific's "Daylight." He Built Model in Center of Northern Pacific's "Z 5" Yellowstone Mallet.

Fifteen Years Ago Gillette Was the First to Build a Two-Rail Locomotive in San Francisco This Is It—a Northern Pacific "Timken"

thoroughfare, he feels he has little need of advertising, other than a small display notice in the classified section of the telephone directory. In the past he has conducted plane-building contests for publicity purposes, displaying the winning entries in his show window. At the recent model plane meet in San Francisco, he donated small merchandise orders for prizes. Mr. Gillette prefers to build his business on his personal contacts and on his reputation for fine craftsmanship. Indeed, it does seem that his is a case where the old theory of "the man who builds a better mousetrap" has worked out successfully. For many are the customers, from all parts of San Francisco and from other cities and states, who figuratively "beat a path to his door."

Mr. Gillette sums up his own philosophy of life in a very few words: "If a thing is worth doing, it's worth doing right." He has taken as long as seven months on a single locomotive—the Southern Pacific "Daylight." In that instance, he took approximately sixty photographs to be certain he was getting every detail—even to the number of rivets—absolutely accurate. He must have succeeded, for when a Southern Pacific official showed a large photograph of the finished scale model to his engine inspector, the latter thought he was looking at a picture of a full-size locomotive. Mr. Gillette says the inspector was really embarrassed about his mistake when he was told that the photograph he was looking at was of a scale model only thirty-two inches long, weighing only thirty pounds.

A Family Heirloom

He has just finished a 40 m.m. anti-aircraft gun, and this gun is definitely *not* for sale. It is for his thirteen-year-old grandson. This project took three months of continuous work. The gun, wonderfully realistic, is not to be used as a plaything. Mr. Gillette is going to put the gun in a glass case before he presents it to the boy, for it is to be kept as a reminder of the work "Granddad" used to do. Mr. Gillette hopes that some day his grandson will hand it down to his own children and that the gun will thus become a family heirloom. Incidentally, Mr. Gillette thinks that in this mechanical age of ours more fathers and grandfathers should do the same—that is, give their children some of their own handiwork to be preserved as keepsakes.

All the special orders are turned out in a well-equipped workshop in the back of the store. Here, too, he does repair work. In front is kept the complete assortment of ready-made or commercially manufactured models, parts and hand tools which Mr. Gillette stocks. Every boy who buys a model kit gets—absolutely free—all the help he wants from Mr. Gillette.

Says this expert: "If I charged for my advice, as a doctor or lawyer does, I'd be a wealthy man today. I tell my boys, and the men, too, to take the time required to do a nice job. I try to impress upon them that it isn't what you spend on a kit that counts. It's the kind of work you do that matters. I point out the satisfaction to be experienced from something money cannot buy—the glow of pride that comes when some good friend praises your work."

Formerly an Auto Racer

In actual years, P. F. Gillette is no longer a young man, although he does believe that one of the biggest satisfactions to be gained from running a model shop—helping others to work skillfully with their hands—makes any man feel young, because it keeps him from becoming selfish. As far back as 1908, the owner of the Gillette Model Shop was in a far different line—racing. It was in that year he drove the winning "Pullman" in the famous Philadelphia-Savannah auto race. He also did bicycle and motorbike racing in the East. He recalls he has done every phase of automotive work, even to making tires. It is only during the last seventeen years that he has "officially" been in the hobby business. However, as was said earlier in this article, his leisure hours have always been taken up with model-making.

According to this painstaking mechanic, he turns *down* twice as many jobs as he turns *out*. He is not interested in building a big volume, for then he couldn't do the kind of work which has won him his reputation. Seven months on one locomotive . . . three months more on his grandson's anti-aircraft gun! To the non-hobby-enthusiast, a schedule like that might seem like an exhaustive undertaking, or some new kind of endurance test. But to P. F. Gillette it isn't work at all—it's fun!

FROSTBITE CONTEST

The Third Annual Frostbite Contest was conducted by the Rhode Island Aero Modelers on November 10th and 11th in Cranston, R. I. The U-control division, held at the Cranston Stadium, attracted more than 3,000 spectators from Rhode Island and nearby states. John Davie, representing the Hobby Center of Danbury, Conn., won two awards in this division. The free flight division was held at Budlong Field on Armistice Day. Mark Pennacchio of Belmont, Mass., captured the Quinn trophy in this division.

25 YEARS OF DOLLMAKING AT VOGUE DOLL, INC.

Vogue Dolls, Inc., was started 25 years ago by Jennie H. Graves as a hobby. Mrs. Graves' first venture in the doll field was making up dolls' suitcases, complete with wardrobes, which she gave to the neighbors' children on birthdays and at Christmas.

So pleased were the youngsters that Mrs. Graves decided to go into the manufacture of dolls and dolls' clothing.

At first she carried on the venture in her home, but her homecraft business became too large for the house, and later she moved her equipment into a small factory in South Medford where she began the manufacture on a commercial basis. Gradually she added more and more parts and accessories for the dolls. Always they made a hit, because of her knack of authentic styling.

Every Vogue doll is an engineered job and is designed with emphasis on strength and utility, and at every stage in development is tested for wear and strain on parts. Vogue's new Velva Baby introduced only last spring, bears out this time tested policy.

The secret of Vogue quality is the foam latex composition with which each doll is stuffed, by a special process designed by Sherman Cole, Vogue's production manager, which consists of taking foam latex processed in fine ground form, mixed with a special adhesive, and pumped directly into the doll skins by machines especially designed to handle this particular process. The volume of air in the foam latex permits the adhesive to dry within the doll, resulting in an almost perfect mold inside of the rubber form. If the skin should be torn in any way, the shape of the doll will be maintained.

A further advantage of this process is that the doll will not absorb water, except through repeated compression under water. Still another advantage is a more sanitary doll. Furthermore, the feel of the doll is almost flesh-like.

An exclusive Vogue feature, is the mechanical assembly. In assembling the doll, rubber washers are used in the arms and legs to give a stronger adhesive quality in joining the parts. Cotter pins are used

to trap arms and legs on the body in order to prevent any possibility of pulling off these members

The rubber doll skin is a specially engineered item, manufactured by Firestone in Fall River, exclusively for Vogue, whose chemists developed this particular lifelike color to Cole's specifications.

A tremendous amount of study goes into the design of the doll clothes. Any youngsters can learn to dress and undress herself through playing with these dolls. By manipulating the various snaps, hooks and buttons she gets the idea. In this respect they are really educational toys. Vogue dolls and their accompanying wardrobes teach a child how to handle and clothe a baby

Vogue's Velva Baby has a complete layette including soap, face cloth and towel and various changes of clothing. Whatever goes into a Vogue doll is carefully tested by laboratory methods; hence production speed has been subordinated to maintain quality of workmanship

Besides the Vogue Velva Baby, Vogue is presenting four different size dolls this year. They range from fully jointed 8-inch dolls, available in several dozens of costumes, to a lesser number in the 20-inch size. The larger dolls are fully jointed and have movable eyes. The wigs on all dolls are styled with the same techniques as used by professional hairdressers. Some styles feature hand-braided pig tails. The wigs are of mohair fibres. Mrs. Graves says that the high quality of the dolls and their durability results in additional sales of dolls' accessories and dolls' suitcases, which are now offered to doll buyers in transparent plastic cases, packed with numerous changes of costume, styled up to the minute.

Some Vogue dolls are collectors' items. Some have costumes depicting fairy tale stories such as Little Red Riding Hood, but basically, all of them are designed as children's playthings.

MORE VIEWS OF THE VOGUE FACTORY IN MEDFORD, MASS.

Left:
Finished arms and legs are mounted on empty doll skins by use of specially designed multiple-operation pliers. The hand tools shown on workbench are designed to open the ends of arms and legs to permit the washer assemblies shown in the right-hand corner to be inserted. They are secured in place with rubber adhesive.

Below:
An assembled doll being stuffed on the machine.

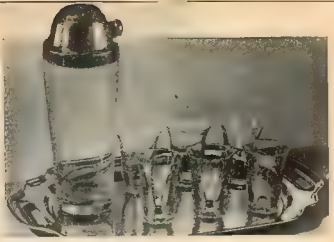
Left:
A cutter laying out his patterns. He utilizes the same methods in cutting out doll clothes as they do in the manufacture of adult clothing. A few of the many hundreds of patterns are shown hanging on the wall.

Finished dolls with heads mounted are bathed, powdered and dressed by hand before packaging. The operator is pinning on a diaper.

EIGHT-PIECE COCKTAIL SHAKER SET

This handsome cocktail shaker set in silver plate or chromium will do you proud at your smartest parties! Capacity of shaker two quarts. Height 13½ inches. Height of cups 5½ inches. Tray size, 12 by 18 inches. Silver plated or chromed on copper bases.

72213 M3000 Silver Plated Eight-Piece Set. Retail Price.....**$45.00**
72214 M900 Silver Plated Cocktail Shaker only. Retail.... **13.95**
72215 M2250 Chromium. Eight-Piece Set. Retail Price . .. **33.75**
72216 M900 Chromium Cocktail Shaker only. Retail . **13.95**



EIGHT-PIECE COCKTAIL SET

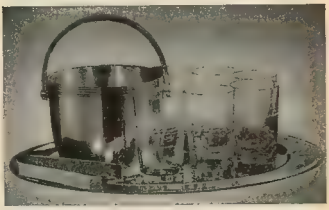
Crystal clear glass and gleaming chromium combine to make an enchanting cocktail set. This eight-piece set includes: large chromium plated tray with etched design . . . 16½ x 11 inches . . . use it for serving; six gracefully shaped cocktail glasses with a delightful cut floral design on crystal clear glass; and matching crystal clear cocktail shaker, 10 in. high, with removable chrome top and a screw cap pouring spout.

72207 M565 Eight-Piece set. Retail Price **$8.50**

EIGHT-PIECE COCKTAIL SET

Gleaming Chromium-plated Cocktail Shaker . . . Chromium Tray with etched floral and scroll design. Six cocktail glasses; cranberry colored glass with frosted line trim. Shaker and Tray are Chromium plated on solid copper, won't tarnish or stain! Shaker is eleven inches high. Capacity 48 ounces. Spout is equipped with strainer and screw cap. Tray size, sixteen and one-half by eleven inches. Glasses are two and one-half by three inches tall.

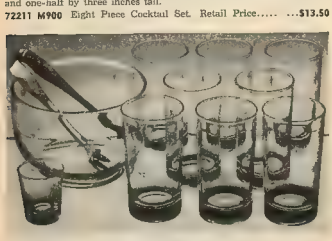
72211 M900 Eight Piece Cocktail Set. Retail Price..... ...**$13.50**



HANDSOME SERVISET

All Aluminum ice bucket with glistening Plastic basket-type handle and Aluminum tongs. Six heavy glass tumblers with attractive, Amber, Blue and Lavender weighted sham bottoms; two in each color. Highly polished oval Aluminum tray. Size of ice bucket six and one-half inches in diameter. Nine inches high with handle raised. Tray size, eighteen by thirteen inches. This large, attractively designed aluminum tray can be used for many serving purposes

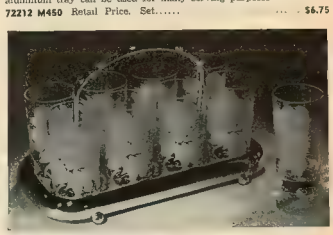
72212 M450 Retail Price. Set..... ... **$6.75**



DORME CRYSTAL . . . 11-PIECE HIGHBALL SET

When "what to give" becomes a real problem . . . here's just the answer. Beautiful, crystal-clear Dorme Crystal in star cut design. Eleven-piece set consists of: ice container, 6 in. diameter; pair of chromium plated ice tongs; eight 9½ oz. tumblers with the popular weighted "sham" bottom; one 2 oz. shot glass. Any hostess will be more than delighted to receive this lovely set, with everything she needs for serving liquid refreshments.

72210 M375 Eleven piece set. Retail Price.....**$5.95**



NINE-PIECE BEVERAGE SET

Attractive beverage set consisting of eight tumblers with popular weighted sham bottoms apple green floral decoration. Gleaming chromium tray-holder with handle. Glasses are five and one-eighth inches tall. Tray is twelve and a half by six and one-half inches. Practical and convenient . . . especially when beverages have to be carried any distance from the place where they're prepared . . . or if you want to carry them to garden or terrace.

72217 M600 Nine-Piece Beverage Set. Retail Price.....**$8.95**

DeWALD
A
B
55 60 70 80 100 120 150 170
C
55 60 70 80 100 120 150 170
DeWALD
D
DeWALD
E
F

FAIRFORM FLYER

AVENUE TO HEALTH AND HAPPINESS

SPORTSMAN 38

One of five Sportsman and Sedan models, for one or two couples, for fishing, playing, commuting and cruising, with excellent Galleys and Toilet Rooms. Twin Screw, with speeds from Trolling to 30 MPH.

EFFICIENT AND INSPIRING PLANT

Manned by experienced and highly skilled workmen, spiritually united with mature management to produce the best possible boat at the lowest possible cost; eating into an unprecedented volume of orders.

If contemplating ownership of a FAIRFORM FLYER
be sure when south this winter to visit the beautiful

FLORIDA MARINA

ROOSEVELT HIGHWAY ON THE ORTEGA RIVER, JACKSONVILLE

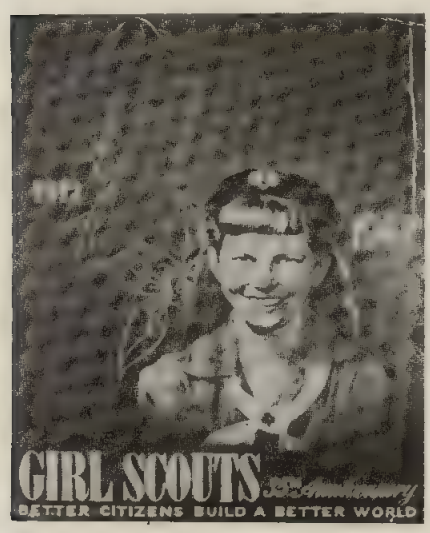
By WILLIAM BLISS STODDARD

THE GIRL SCOUT movement is increasing by leaps and bounds. A salute to the Girl Scouts during their Week—October 26 November 1—by the installation of special window displays, newspaper ads and store offerings is sure to create much good will, since so many of the junior crowd are either scouts or leaders

Daniger Bros., the big toy and housewares store of Santa Ana, Calif., arranged a window showing a camp in the woods, with a log fire in the center. A Brownie scout held popcorn and popper. At the other side was a girl scout. On the wall were a number of posters drawn by girls of different camps, each illustrating some form of Girl Scout activity, such as "A Girl Scout is thrifty — cheeerful — loyal — courteous. On the floor were specimens of leathercraft, wood burning and wood carving, some of the projects undertaken by the girls. Said Joseph Daniger, manager, "It pays to win the good will of the girls. The Brownies are still very much interested in dolls and doll supplies, and the older girls in games and tablewares, so they have a kindly feeling towards the store that shows a real interest in an association which means so much to them."

The May Co., Los Angeles, set forth a window in commemoration of the anniversary. On the wall was a huge map of the world in blue and white binding, across the face of which was printed "Citizenship in Action around the World." A special program was given by the Girl Scouts in the auditorium every day in the week. A card told of these events, the majority of which were open to the public. Beside the map stood a Scout and a Brownie, each holding a Scout manual.

Goldwaters, Phoenix, Ariz., published a six-inch, double column newspaper ad at intervals, n one of the local papers, devoted to the Girl Scouts. News of all of the camps of Girl Scouts in the Phoenix area are written or 'phoned in to the store, where they are filed, and the most interesting and important of them are selected for publication. In their news letter the firm endeavors to publish news of as many different groups as possible — these including hikes, parties, items regarding the leaders, and announcements of important meetings. Just before Girl Scout Week they extended a special note of congratulation to the girls on the record of their achievements. Since the Goldwater news letter is not published at regular intervals, every ad is scanned, and splendid publicity given not only to their Girl Scout equipment, but all other lines in which girls are interested



Replica of the 1947 Girl Scout Poster, Which Is Available Through Their National Office in New York City

Benjamins, Salisbury, Md., who had been contemplating the establishment of a special Scout section, celebrated Girl Scout Week, the latter part of October, by opening an official Girl Scout Equipment Shop. Invitations were sent out to all the Girl Scouts of the district. They responded enthusiastically—more than 600 of them—in uniform, and were feted with refreshments, movies of girl scout activities in various parts of the country, and an inspection of the new shop. Because of the large number it was necessary to take them through in 12 groups. Girl Scout leaders acted as hostesses, and gave much information regarding equipment and scout accessories. For several days before the opening ads were run in the newspapers, and the affair was given a good write-up in the local press, so sales were excellent from the start. In addition to the entertainment all of the girls were given a souvenir of the occasion.

Russels, Eugene, Ore., always link up closely with National Girl Scout Week In their ad complimenting the scouts on their anniversary and the achievements of the past year they told of Camp Clewox, near Portland, Ore., where each Tuesday, Wednesday and Thursday, from July 17th to August 21st any girl from 7 to 13 can attend the various programs and classes given by the Scouts in camp. The ad further advised that Russels was the headquarters for Girl Scout uniforms and acces

sories, hiking and camp equipment.

Rankins, Santa Ana, Calif., arranged a window display showing the American flag and Girl Scout banners. At one side was a Brownie and in the center a leader. On an old wagon wheel were spread sweaters and blouses, made as one of the projects of the Scouts. Two tall tree trunks had fastened to them colored sketches of various Girl Scout activities at which a Brownie was gazing with interest. A card advised "National Girl Scout Week,—October 27-November 2. Rankin's Official head quarters for Girl Scout Equipment." During a portion of each day two Girl Scouts sat in the window, selling Red Cross stamps and answering numerous inquiries regarding the organization—a door in the rear of the display permitting entrance into the window from the store. In speaking of the success of her section the buyer said "There are 800 Girl Scouts in the Santa Ana area, and our department sells everything in the equipment line as rapidly as it comes in, and could sell much more if larger shipments were available."

Rouse's, Riverside, Calif., unveiled a window with a large panel in the rear saying "Girl Scout Week, Oct. 27 to Nov. 2." At either end were an American flag and a Girl Scout banner. Beside one stood a Brownie, and by the other, a girl scout. On the floor were a number of yellow strip cards, lettered in black "Service for the job ahead—in other lands—at home—for today's world—for tomorrow's world." In the Girls Shop were a series of tables, on each of which were shown specimens of the handiwork of Girl Scouts of different troops in the area. They included ceramics, sewing, cooking, wood carving, drawing, leather working, and first aid. A card in the store ad at the beginning of Scout Week congratulated the girls on their anniversary and cordially invited them and their friends to view the display of articles made by the Brownies and the Scouts.

TOP TO BOTTOM

Daniger Brothers in Santa Ana, Rouse's in Riverside and Rankin's in Santa Ana Presented Girl Scout Week to the Public Last Year, as Excellent Institutional Advertising Displays as Well as Good Tie-in Promotion

KITCHENAID COFFEE MILL

Fresh ground coffee is flavorful, delicious coffee. With the KitchenAid Household Electric Coffee Mill you'll always serve perfect coffee . . . every cup will have rich, full-bodied flavor. Convenient to use, just a flip of the switch and freshly ground coffee pours from chute into graduated measuring glass. Regulator enables you to control grade of grind . . . a simple turn to select one of 16 grinds, according to personal taste and for any method of making. Complete unit finished in white baked enamel. Graduated receiving glass, clear glass container holds 1¼ lbs. of bean coffee, 13 in. high. For any AC-DC current.

83518 M1271 KitchenAid Coffee Mill.....**$19.25**

KITCHENAID STANDARD MIXER *with Juicer*

- Planetary Action (see opposite page) for thorough, even mixing.
- Ten definite speeds and intermediate speeds with full power on every one.
- ⅓ H.P. motor with lifetime lubrication. Juicer attachment included.

KitchenAid has extra power . . . prepares even heaviest mixtures without variation in speed. Whether it's handling as little as a single egg white or a bowl clear full of stiff cookie dough . . . KitchenAid Planetary Action does it perfectly! KitchenAid does its mixing assignment *alone!* You don't need to turn or scrape down sides of bowl. Streamlined inside for greater power, streamlined outside for easy cleaning and smart appearance. Planetary action assures expert results even for beginners. Positive control and full, constant, quiet power on all speeds. Simplified front-vision Speed Guide. Built-in power unit for easy operation of attachments (listed separately below). Arm-level juice extractor. Die-cast frame finished in white baked enamel. Standard equipment includes 3-qt. clear-vision, heat-resisting glass bowl, all-purpose beater for mixing, beating, whipping and making pastry. 15¾ in. high. Base 7½ by 12½ in. Universal motor . . . for use on any 110-120 volt AC or DC

83503 M3691 KitchenAid Standard Mixer. Retail Price.....**$54.50**

KITCHENAID ATTACHMENTS

No extra power adapter is needed . . . attached at front of mixer. Operate on either Standard or Deluxe (except Freezer and Colander, which are different for each)

Slicer-Grater

83514 M1284 Slicer and Grater....**$19.50**
83513 M625 Slicer and Shredder.. **9.50**

Slicer-Shredder

83508 M648 Food Chopper, Set. ... **9.85**
83509 M905 Freezer, Standard ... **13.75**
83517 M905 Freezer, Deluxe **13.75**

Food Chopper

83507 M362 Colander, Standard **$5.50**
83516 M428 Colander, Deluxe **6.50**
83510 M191 Knife Sharpener **2.90**
83512 M362 Pea Sheller **5.50**
83505 M99 Extra Bowl, Standard.. **1.80**

Freezer

Colander-Sieve

A "sea dog" has a new pal. It's Noma's new model racing sloop, with plywood deck, plastic hull and metal keel; mounted precisely after the speedy Atlantic Class racing sloops, boat weighs 3 lbs., has over-all length of 28 inches

Model Racing Yacht... by NOMA

YACHT racing is a rich man's sport, but latest scientific developments are destined to make it any kid's pleasure.

The challenge and defense of The America's Cup is likely to have its exciting counterpart on hundreds of park lakes as result of Noma's model racing yacht, designed precisely after the speedy Atlantic Class racing sloops.

Eight corporations have joined to bring this new model racing yacht, nautically correct in every detail, within the reach of the American boy.

It is marketed by the Noma Electric Corporation, whose educational toys, dolls, and decorative lights have long enjoyed nation-wide popularity.

The Bakelite Corporation, unit of Union Carbide and Carbon Corporation, supplies the vinylite and Bakelite plastics used in construction of the hull. The rigging toggles, deck cleat and mast step of the model are molded from Bakelite polystyrene.

The strong cambered deck is made of three-ply 1/16th inch aircraft birch, supplied by the United States Plywood Corporation.

The coating of the hull is especially formulated for good adhesion by Clover Leaf Paint and Varnish Corporation. The hull is molded by Andover Kent Inc. in a three-piece cast iron mold constructed by American Brake Shoe Company and machined by the Columbia Engineering Company.

The Jersey Plastics and Die Casting Company assembles the finished models

Excellent Sailing Qualities

John E. Currier, designer of the model yacht, points out that this trim model craft has sleek lines, excellent balance and sailing qualities and is extremely durable in its detailed construction. In the opinion of George Woodard, assistant to Joseph H. Ward, executive vice president of Noma, who conducted exhaustive tests, the model yacht is unsinkable. "When kids hit it with rocks while we were sailing the boat in Prospect Park, Brooklyn, recently," said Mr.

First launching of Noma's new model yacht: designed precisely after the speedy Atlantic Class racing sloops, the latest in model yacht has plywood deck, plastic hull, metal keel; weight is 3 lbs., with over-all length of 28 inches

Woodard, a former naval officer with real yacht racing experience, "the boat merely changed its tack. In my opinion the boat is so rugged as to be sailable under most adverse conditions."

The completed sloop weighs about 3 pounds, has a length over-all of 28 inches and a 5-inch beam. With a 36-inch mast and an 18-inch boom, the model possesses fine quality balloon cloth sails, about 390 square inches in area. A unique steering device operates the tiller in conjunction with the mainsail. Thus, the boat eases into the wind on the strong puffs and is under control at all times.

The spars and all the rigging can be removed and re-rigged easily, consequently there is no problem in getting the sloop to and from the water.

In marketing the model racing yacht, Noma is enclosing a card which the purchaser is urged to return to the Noma Electric Corporation, 55 W. 13th Street, New York City. Each purchaser will be notified from time to time of the latest developments in model yacht racing—and where and when races will be held.

•

Elmore 5 and 10 Progresses

The annual report to the stockholders, as of December 31, 1946, by the V. J. Elmore 5, 10 & $1.00 Stores, Inc., Birmingham, Ala., states that sales for the year were satisfactory, and that net profit was sufficient to pay dividends and increase earned surplus $115,052. It also pointed out that U. S. treasury notes were owned in the amount of $201,000, and that during the year the number of stores in operation was increased to 50, an additional unit having been opened in Tallasee, Alabama.

"A satisfactory rate of inventory was maintained and inventory position at December 31, 1946, was satisfactory. It is the intention to adhere to the policy of keeping inventories on a conservative basis and yet, by well balanced stocks, to fulfill our obligations to customers," the report stated.

Noted Child Educator Joins Toy Guidance Staff

MRS. EMMA DICKSON SHEEHY, prominent educator, editor and author of children's books, has joined Toy Guidance Council as advisory consultant, it has been announced by Melvin Freud, president of the Council.

Mrs. Sheehy joins the staff of the Council with an authoritative background in child guidance. She is assistant professor of education, Teachers College, Columbia University, in the Division of Curriculum and Teaching, where she has served on the faculty for the last sixteen years. She was director of the Horace Mann-Lincoln kindergarten and was previously affiliated with the Ann Reno Institute, training school for teachers.

MRS. EMMA SHEEHY

Mrs. Sheehy has written several well known books on children's activities, and is the author of numerous articles on child behavior. She also is editor of the Record Review section of *Parents Magazine*.

As child welfare consultant to Toy Guidance Council, Professor Sheehy will have the authority to reject any toy submitted to Toy Guidance Council for inclusion in the Council's Toy Yearbook and other publications, as well as those recommended to the public through the media of radio, magazine and newspaper articles.

"The value of the TGC Plan," says Mel Freud, "will be tremendously enhanced by the active services of Professor Sheehy. It is another important step in the pattern laid out 9 years ago, when the program was first presented to the industry, for enlightening the public relative to the wise choice of better grade playthings."

Popular Priced Plastic Toys

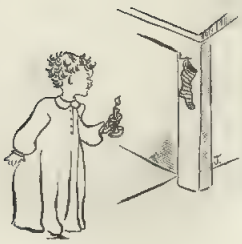
The Tidy Lou line of small plastic toy items is made by the Plas-Tex Corp., 2525 Military Ave., Los Angeles 25, Calif. The washing machine, which retails for $1.25, and the household set of washtub, board pail, dustpan, and drainer, retailing for 49 cents, come in assorted colors and are nicely boxed. They also make a Hollywood bus, jeep, balls, baby cups and dishes and other plastic household items.

Plas-Tex Corp. has been in the plastic moulding and die-casting business in Los Angeles for over 10 years, moving to their new plant about a year ago. They sell their lines through the jobbing trade.

Small plastic toys by Plas-Tex of Los Angeles

Lord's in Evanston Presented This Snowy Scene of Santa Driving His Reindeer

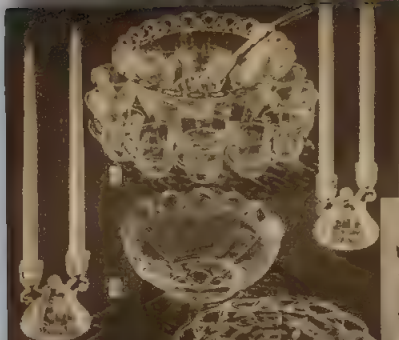
Christmas Toy Windows



Mandel's Dramatically Emphasized Its Long Service to Chicagoans in This Window Showing the Christmas Celebrations of Three Generations

"Twas the Night Before Christmas"

Two of a Series of Seven Motion Windows by J. N. Adam & Co., Buffalo, N. Y., Depicting Scenes from "Twas the Night Before Christmas". The Stockings Have Been Hung by the Chimney with Care. Santa Rests at Home as He Wishes All a Good Night.



HARMONY HOUSE
THE RIGHT WAY TO SAY
TABLEWARE

Treat your table to the beauty of Crocheted Crystal by Harmony House

The Christmas season is plenty of reason for mealtime celebrations And gala meals call for rich, radiant glassware . . . crystal-clear pieces that make wonderful contrast with china, silver and linens Crocheted crystal is precious, heirloom-quality glass . . an "indispensable luxury" you'll use with greatest pride. Every piece is handmade, the openwork "crocheted" edging lends distinction to the pattern. Gift-wise, it's ideal Choose it for any woman on your list!

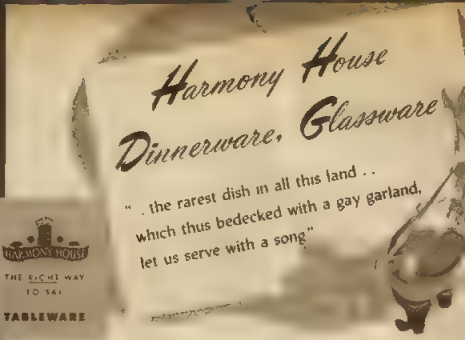
A **14-piece Punch Set.** Now and always, serving punch is a wonderful way to make a festive occasion memorable to guests. Here's just the set to help show your spirit of hospitality . . to aid in holiday entertaining. Like the ample-sized bowl, the plain-edged cups have fluted panels. Bowl is 14 in in diameter, holds 4 quarts, 12 cups are popular 6-oz. size. Glass ladle
35 N 01719—Shipping weight 14 pounds . . . . . 14-pc set $7.29 — **$7.29**

B **3-piece Console Set.** Glittering crystal and glowing candlelight add glamor to any occasion! Two exquisitely styled twin candle-holders about 4¾ in. high, bowl about 11 in. in diam. Candles not included, see page 242 for a selection
35 N 1739—Shipping weight 6 pounds . . . . . 3-pc set $1.88 — **$1.88**

C **Cake Stand.** To make your prize cakes look even more temptingly lovely Equally flattering to smaller tid-bits like tarts, cookies, candy and fruit 12 in. in diam., height 4 in
35 N 1729 Shipping weight 5 pounds . . . . . Each $1.98 — **$1.98**

Deviled Egg Plates. It's certain that any hostess would appreciate these plates They're clear glass in an exclusive Sears design Small compartments fit the eggs, big center sections are perfect for pickles, olives, radishes, hors d'oeuvres or relishes. Set of 2, each 12 in. long, 11 in wide. Shpg. wt. 6 lbs
35 N 2013 . . . . . 2 for $1.15

Portable Bar. 15-pc set. Octagonal tray is alcohol-resistant, natural-finish maple, walnut handles. No spilling . . . glasses fit holes in tray Four 9-oz highball glasses with gold-line trim; four 1¾-oz shot glasses; 32-oz. square glass decanter with stopper; four glass stirring rods. Shpg. wt. 9 lbs.
35 N 02606—15-piece set . $4.79


Harmony House
Dinnerware, Glassware
". . the rarest dish in all this land . .
which thus bedecked with a gay garland,
let us serve with a song"

Festive Glassware and Dinnerware

D **"Stagecoach Express" Glasses.** Take your guests on a pleasure jaunt through merry Olde Englande via "Stagecoach Express". Get the 32-piece set and trace the trip from start to finish! Libbey, famous maker of tumblers, designed these just for Sears. They're clear, glittering glass with colorful Read-o-matic decorations. "Sedge" runs are guaranteed chip-proof, sham bottoms are tip-resistant
35 N 691 "The Departure." 11-ounce highball or genesh-purpose glasses Shipping weight 6 pounds . . . . . Set of 8 for $2.49
35 N 692 "Halfway" 6½-oz Old Fashioned or juice glasses. Shipping weight 4 pounds 2 ounces . . . . . Set of 8 for $2.49
35 N 693—"Fresh Horses." 2-oz. Jiggers. Shipping weight 2 lbs. . . . . 8 for $1 39
35 N 690 —"The Arrival." 14-ounce "cooler" for long, tall drinks. Shipping weigh, 4 pounds 4 ounces. . . . . Set of 8 for $2 49
35 N 0689 COMPLETE 32-PIECE SET, eight glasses in each size listed above Shipping weight 18 pounds. . . . . 32-piece set $8.49

E **"Laurelle" color-glaze Dinnerware.** Match the season's mood with cheery pastel-toned dinnerware Coloring is in the crack-resistant glaze, calf's wash or satin. The new shapes are wonderfully practical; flat pieces have extra-large eating surfaces. Fine, selected American semi-porcelain Assorted colors: jonquil yellow (med), periwinkle blue (light), cocoatan (pale brown) and jade green (lt.) We replace pieces broken in shipment Factory packed, it cannot be opened for substitutions
35 N 04604 *State set size*
20-piece starter set. Four each of the following, one each color: 7-ounce tea cups, saucers, 6-inch bread and butter plates, 9-inch dinner plates, 5½-inch sauce dishes
Shpg. wt. 10 lbs. . . . . 20-pc set $4.79
58 piece set, complete service for 8 Eight each, two pieces each color 7-ounce teacups, saucers, 7-in pie or salad plates, 9¾-in dinner plates, cereal-soup dishes, sauce dishes. One each: sugar bowl and covered vegetable dish, gravy boat with stand, 13-in. platter, round open vegetable dish, salt and pepper shakers. Shpg. wt. 38 lbs.. 58-pc. set $19.45
96-piece set, complete service for 12. Twelve each of the individual pieces in the 58-piece set, plus 12 bread and butter plates . . . 5 pieces each color. One each of extra dishes in 58-pc. set, plus pickle dish, chop plate
Shipping wt. 65 lbs . . . . . 96-pc. set $28.95

F **Kiddie's Training Set.** 3-compartment dish (13⅜-in. long) shaped to fit highchair tray, straight compartment sides help child spoon food 7-ounce tumbler Lightweight, easy-to-clean Polystyrene Thermoplastic. *State color.* pink or blue
35 N 4670—Shpg. wt. 1 lb. 2 oz $1.29

G **Child's Set.** For the "in-between" age when a child begins using dishes. Heavily glazed white semi-porcelain with Raggedy Ann and Raggedy Andy decals and gold-line edge Set of dessert, 7¾-inch plate, 7-ounce mug, 5¾-inch cereal dish
35 N 4054—Shipping wt. 3 lbs $1 19

H **Portugese Stemware.** Strud your table with jewels . . . lovely, handmade glasses imported from Portugal Sets of 8, one each color: amber, mocha brown (dark), lake blue (med), forest green (lt.) grass green (med), coral turquoise blue and amethyst Twisted stems are crystal clear
35 N 1553 —Cocktail glasses. 3-oz. size, 6¾ in. high Shpg wt 4 lbs . . . . . 8 for $4.98
35 N 1554—Cordial glasses. 1-oz. size. 5¾ in. high. Shpg. wt. 2 lbs . . . . . 8 for $4.59

J **Drink Set.** Add zest to drinks by s them from this set. 6 diamond-clear, bottom glasses (9-oz. capacity) with cor screened blossom decoration, a good clear glass ice tub; chrome-plated me tongs, and a convenient, polished alum tray (18⅝x6⅛ in.)
35 N 2062—Shpg. wt. 6 lbs .9-pc set

K L M N P R S T U V **Handp** fully vitrified, made in the Blue Ridge tains The enchanting design was inspi Italy's famous Nova Rosa pattern pink, yellow and blue flowers with green are painted under the crack-resistant won't wash or wear off. Each piece is gift-boxed.

K 35 N 5526—Virginia Jug. Hold ounces. For fruit juice, milk, etc Shipping weight 1 pound 4 oz..

L 35 N 5525—Relish Dish. Leaf-shape basket grape design at foot of h 11 in. long Shpg wt 1 lb 4 oz...

M 35 N 5530—Teapot. Lock lid. 6-cup pacity Shipping wt 2 lbs...

N 35 N 5529M—Coffee Server 20-oz city Matches sugar bowl creamer below 9 in high Shpg wt 2 lbs

P 35 N 5528M—Creamer. Matches bowl and coffee server See set 3¾ in high Shpg wt 12 oz

R 35 N 5527M Open Sugar Bowl. M coffee server, creamer 3¾ in. high pstg weight 12 ounces

S 35 N 05537 Coffee Service. Complete coffee server, sugar bowl and creamer above Shpg. wt 4 lbs. .

S 35 N 5532—Salt and Pepper shake in. high. Shpg wt. 1 lb

T 35 N 5531—Cake Plate. Leaf-shap basket grape design at foot of h 10⅝ in. long Shpg. wt 1 lb. 4 oz .

U 35 N 5534—Cigarette Set. Almost (4½x4-inch) box with 4 matching ad Shipping weight 1 lb. 8 oz..... Se

V 35 N 5533—Bon-bon Dish. Shell Nice for candies, nuts, cookies. 8 long. Shpg wt. 1 lb. 4 oz.....

MX **Handpainted Dinnerware.** Made Smokies; patterned after planni flourish there! Fine American semi-por Colors are applied under the smooth, resistant glaze, can't wash or wear aw piece set and 35-piece set, service for a piece set, service for eight

M **Cumberland.** All-over design of blu rose flowers with yellow centers, leaves; red and purple blossoms
35 N 04485—*State set size*
32-piece set. Shpg wt 19 lbs.....
35-piece set. Shpg. wt. 21 lbs...
53-piece set. Shpg. wt. 34 lbs .....

X **Mountain Ivy.** Graceful border de brown-stemmed, light and dark leaves, interspersed with purple and berries. Candlewick (beaded) edge.
35 N 04592—*State set size*
32-piece set Shpg wt. 19 lbs.. ..
35-piece set Shpg wt. 21 lbs.
53-piece set. Shpg wt. 34 lbs

YZ **Smart Tumblers by Libbey** bright designs exclusive with Clear, shining glasses with silk-screened decorations. "Safedge" rims are gi teed chip-proof. 11-ounce size.

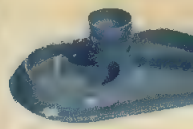
Y 35 N 687—"Swirling Leaves." Set two each color: red, white, lime green dark green. Shpg wt. 5 lbs. 12 oz

Z 35 N 688—"Goillardia." Set of 8 each color: red, blue, white, lime (lt.) Shpg. wt 5 lbs. 12 oz ....

Make this a big Christmas . . . page 256 for Sears Easy Term

D "Stagecoach Express" Complete 32 piece set $8.49

E "Country" color glaze dinnerware 20-piece starter set $4.79



F Kiddies' Training Set $1.29

G Child's Feeding Set $1.19

H Portuguese Stemware 8 cocktail glasses $4.98

J Drink Set..9 pieces $3.29

K $1.79 L $1.79 M $3.49 N $3.49 P $1.79 Q $1.79 R $2.19 T $2.19 U $2.19 V $1

W Cumberland, 32-pc. set $9.45 X Mountain Ivy, 32-pc. set $10.49

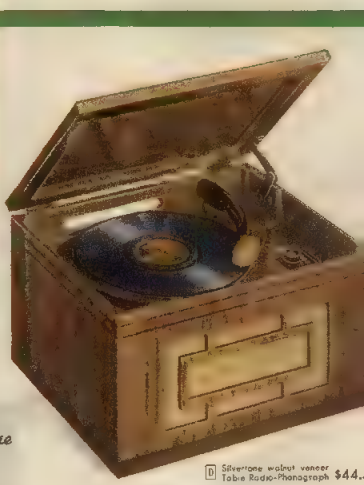
Y "Swirling Leaves" 8 for $1.89

Z "Gaillardia" 8 for $1.98

FOR PAGE 239 . DINNERWA

[A] Completely new in styling and engineering light, compact, Silvertone Portable Radio $37.95 Inclu Batte

[B] Silvertone plastic Table Model Radio in new, attractive gray-green finish $22.95



[D] Silvertone walnut veneer Table Radio-Phonograph $44.

[C] Silvertone plastic Table Radio and Record Player $29.95

Silvertone

THE RIGHT WAY TO SAY

RADIOS

Take your Portable Silvertone Radio to the beach . . listen to your favorite radio programs

How to have even more fun at picnics! Tune in the ball game be entertained by music

When the crowd gets together and someone says "Let's dance," turn on your Silvertone

Winter sports are lots of but at the end of a stren day relax with a Silver

Take it anywhere, play it anywhere . . . operates on AC, DC, or Batteries

NEW 1948 Silvertone Portable Radio

- Strong leather handle, detachable leather strap
- Designed so you can play it while you carry it
- Handsome easy-to-clean metal grille; gold color

$37.95 Cash
Includes Batteries, $4 Down

A Just a "handful," but man! how it packs the power and brings in plenty of distant station reception! Powerful, precision-built Superheterodyne circuit, four miniature tubes (same rugged design as used in "Walkie-Talkies"), plus rectifier. For your protection, approved by Underwriters' Laboratories, Inc

Amazingly full, rich tone obtained from 5¼-inch dynamic speaker Velvet action volume control, "geared-down" tuning for sharp, easy station selection, loop aerial concealed in front cover Safety switch shuts off radio when cover is closed. Smart, attractive case; ivory plastic with tan trim Size 8⅝x6⅝x3½ inches Weighs only 6½ pounds

Operates on 105–125 volts AC or DC current, or on batteries. 67½ volt "B" battery lasts 40 hours; four 1½ volt "A" batteries last 80 hours. Buy batteries anywhere . . can be changed quickly and easily Wind attached electric cord inside of set, out of sight, when not in use

57 N 08261—Complete with batteries Shpg. wt. 8 lbs $37.95
57 N 08260—Without batteries Shpg. wt. 7 lbs 35.65

Silvertone Radios, Radio-Phonographs
"what sweeter music can we bring
. . oh, rest beside the weary road,
and hear the angels sing."

Silvertone Table Radio

The ideal gift! An extra radio for Dad, Mother, Sister, Brother . . New 1948 model!

$22.95 Cash $2.50 down $5 monthly

B A sensational value at this amazingly low price! Six-tube performance obtained from four tubes (two dual purpose) plus rectifier. Four-inch dynamic speaker gives rich, lifelike tone. Automatic volume control; large illuminated slide rule dial

Beautiful neutral gray-green finish harmonizes well with any decorative scheme Attractive polished aluminum grill. Cabinet is fully enclosed . . , makes a handsome furniture piece viewed from any angle Built-in "Radionet" loop antenna.

Operates on 105-125 volts, 25–60 cycle AC or DC, receives on 530–1600 KC. Size 6½x6¼x4¼x11⅜ in. Approved by Underwriters' Laboratories, Inc.
57 N 08005 Shpg. wt. 8 lbs Mailable **$22.95**

Silvertone plastic Battery Radio. Similar in appearance to Table Model Radio B shown on opposite page. Excellent tone and reception from four tubes, 5¼-inch dynamic speaker Stratobeam Receptor included Size 9¼x15½x7⅜ inches
57 N 08200 Without battery.
Shpg. wt. 10 lbs **$32.95**
57 NT 8201—With 400-hour battery
Shpg. wt. 19 lbs **$36.45**

Silvertone Radio-Phonograph Combinations

Sturdy, attractive plastic—ideal for "rumpus room," children's room, school dormitory

$29.95 Cash $3 down $5 monthly

C Give the children a radio for their very own! Enjoy an "extra" radio for other rooms in the house! Add music to the "rumpus room" fun! Think of the pleasure every member of the family will get from all those things—and buy this Silvertone! It's a radio AND a phonograph, too! It's strong and durable—made for years of sturdy service It's light—easily carried from room to room. It's rich, full and pleasing in tone. And Sears amazingly low price is a factor not to be overlooked!

Handsome, compact walnut-colored plastic cabinet, with built-in aerial Superheterodyne circuit that gives you 6-tube performance with 4 guaranteed Silvertone tubes, 2 of them dual-purpose type, plus a rectifier; 4-in. dynamic speaker Phonograph motor starts automatically when tone arm is depressed. Plays 10- or 12-in. records; lightweight tone arm, sensitive new crystal pick-up, long-life Silvertone needle. Receives on standard 540–1600 KC broadcast band; for 105–125 volt, 60-cycle AC only. Approved by Underwriters' Laboratories, Inc Size 8¾x12⅜x6½ inches
57 N 08070—Plastic Radio-Phonograph Shipping weight 12 pounds. Mailable **$29.95**

Compact and handsome walnut veneer— outstanding in tone and performance

$44.50 Cash $4.50 down $5 monthly

D Just check the many qualities that make this perfect gift for someone high on your list! compact—radio and phonograph combined in true cabinet! It's strikingly attractive—beautiful walnut veneers, richly finished, in a smart modern design. It's superior in tone—with a biggest-possible 5¾-inch dynamic speaker, and the added resonance and depth that a wood cabinet provides. Its performance is clear-cut and far-reaching And (to be practical, too!) it's surprisingly low priced!

Selective 6-tube performance from 4 guaranteed Silvertone tubes, 2 of which are dual-purpose (y plus a rectifier. Built-in aerial, automatic volume control that limits fading and blasting Plays 10-inch or 12-inch records with the top closed. Phonograph motor starts automatically when lightweight tone arm is moved to the right; stops when record finished. New, supersensitive crystal pick-up, long-life Silvertone needle. Receives on standard 54 1600 KC broadcast band; operates on 105–125 v 60-cycle AC only. Approved by Underwriters' Laboratories, Inc. Size 12¾x15¾x8¾ in. Shpg wt. 22
57 N 08072—Silvertone Radio-Phonograph
Mailable. . . . . $44.

Give a Silvertone Radio for a merrier Christmas. Use Sears Easy Terms . . . see page 256

Paragon

FURNITURE COMPANY
INCORPORATED
41 EAST 31st STREET — NEW YORK 16, N. Y.
MUrray Hill 5-1046-1047-1048

MURRAY-OHIO
and
COLSON
LINES

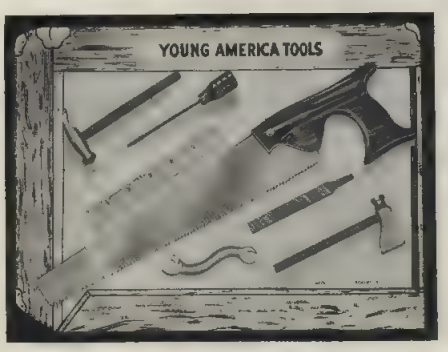
Featuring . . .

AMERICA'S TOP-FLIGHT TOY LINES

- Velocipedes
- Trikes (Chain Drive
- Bicycles
- Automobiles
- Scooters
- Pedal Cars
- Table and Chair Sets
- Dolls
- Doll Carriages
- Doll Furniture
- Rockers
- Toy Chests
- Animals
- Educational Toys
- Baby Walkers
- Shoo Flys
- Record Players
- Plastic Toys
- Blackboards
- Doll Baths
- Swings and Stands
- Outdoor Gyms
- Pool Tables
- Wagons

A Lot for The Money!

TOY TOOL SETS



SET NO. 27 — RETAILS *for* 50¢
Seven pieces on card 12" x 16" consisting of large Saw, Hammer, Hatchet, Screw-driver, Ruler, File and S Wrench. Each dozen bagged; 6 doz. to carton, wt. 45 lbs. 3 doz. to carton wt. 25 lbs.

TO RETAIL FOR

25¢ TO 50¢

Here is the Big Value, low priced Tool Set Line you've been waiting for. Four outstanding sets to retail from 25c to 50c, all with beautifully made, practical tools, invitingly mounted on eye-catching display cards. They're volume selling real boy toys that can't be beat. 111 years in business assures dependable service. Write for prices and hurry your Christmas orders!

NEW YORK SHOWROOM
S. M. COPLON & SON
1133 BROADWAY — COR. 25th ST.

Geo. A. ROBINSON & CO., Inc.

ESTABLISHED 1836
EAST ROCHESTER N. Y.

Precision Craftsmanship • Scientifically Tested Before Leaving Factory

The Philmonet

THE LEADER OF HARMONICAS

10 holes, 20 bronze reeds, brass plates • heavy chromium plated covers • harmony hand precision tuned • superb rich tone • less air required, easy response • longer playing life • lip and tongue ease • non-warp mouth piece • no nails, staples, or cement • the centerpiece, plates and covers are firmly bolted into one single compact unit • easy to clean and sterilize.

CHRIS-KRATT INSTRUMENT CO., INC.

2332 MORRIS AVENUE • UNION, NEW JERSEY

Ben Owens

BEN OWENS RECOVERING FROM RECENT ILLNESS

The many friends of Ben Owens, veteran toy buyer, will be glad to learn that he has staged an encouraging recovery from a severe illness. Mr. Owens was taken sick on July 19, just after returning to Chicago from a visit to New York. As PLAYTHINGS goes to press, word comes that he expects shortly to be released from the hospital and expects to resume his duties in the toy field early in October. A new addition to the Owen's family, Ben W. II, was ushered into the world July 7 and is reported to be doing fine. Mr. Owens sends word that he is highly appreciative of the multitude of cards, letters and phone calls which were received at a time when such thoughtful remembrances are appreciated a great deal.

INFLATABLE DOLLS ADDED TO BESPAR LINE

Bespar Products Company, 719 Broadway, New York, N. Y., are constantly developing new ideas in inflatable toys. Because inflatable toys package so compactly, the idea was born to make dolls in this manner for distribution to the millions of underprivileged children overseas who have never had a doll in all their lives. With the slogan "Let's Be Friends" imprinted on each of a series of dolls representing the different nations of the world, this firm states that the idea has been received with enthusiastic response; and these toys are now being put on sale at one dollar each.

Santa Claus, himself, at a dollar, and a larger doll with a suggested retail of $1.98 makes a worthy addition to the above group. These inflatable dolls are made in the same manner as the original products that earned the stamp of approval of Parent's Magazine. The first numbers consisting of a turtle, fish, duck, seahorse, bear, clown and horse are being successfully featured in stores throughout the country, and together with the new numbers, should prove suitable gifts for the holidays. As a result of over a year's engineering research, an elephant and a Scotty dog made in full dimensions, and which stand on four legs, are a decided contribution to this extensive line.

NEW STORE FRONTS

A new store front, designed to attract passers-by, is being put onto Hunt's Department Store in Dallas, Texas.

3 Sizes 11½" 17½" 24"

Assorted Color Combinations

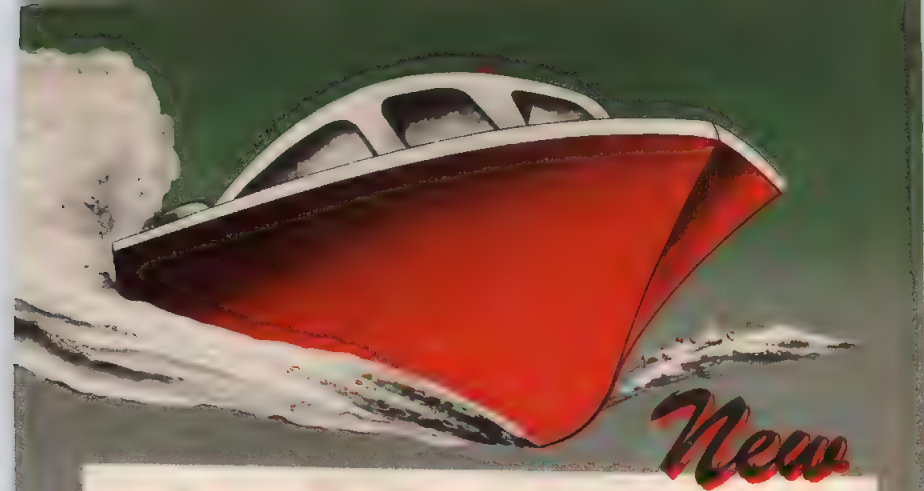
JOLLY GIANT PLAYBALLS

Engineered in *Plastic by

PLEXTRON INCORPORATED

555 East Tremont Avenue New York 57, N. Y.

*Firestone's VELON



New IMPROVED "JET-QUEEN"* SPEEDBOAT

With Propellant Charges

SUGGESTED RETAIL 59¢

3 and 4 doz. to Shipping Carton

When the trade's fastest seller, (92% Repeat Business) is made *even more* sales appealing — get ready for a new high in turnover. Now, the *New, Improved* "JET-QUEEN" Speedboat comes complete with a generous supply of powerful, propellant tablets — and at NO INCREASE IN PRICE.

NO FUSS ··· NO MUSS ··· NO FIRE ··· NO FLAME!

Lift out the rubber life ring, drop in a single tablet and the *New, Improved* "JET QUEEN" scoots about tub or pond like magic! Sturdy, all-plastic, watertight construction. 7 inches long. Factory tested. Deck and hull in bright, permanent, contrasting colors.

Extra packages of jet-charges available to retail at 10c.

JUST ADD CHARGE AND WATCH HER GO!

NOW PACKAGED IN NEW, EYE-CATCHING, 2-COLOR BOX!

Tri-State PLASTIC MOLDING CO.

HENDERSON, KENTUCKY

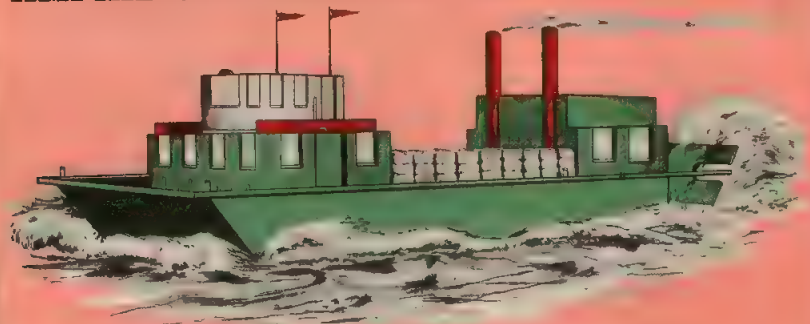
* Trademark

NEW YORK SALES OFFICE 12 E 41st ST. • MURRAY HILL 3-5647

"PADDLE QUEEN"

Trademark

• AMPHIBIOUS • *Runs on* LAND *and* WATER



Authentic ~ All Plastic
River Boat MODEL

The romance and glory of the Mississippi — the tales of Huck Finn brought to life by this action-packed model of the packets which plied our great American rivers. *In* or *out* of water she runs along, — propelled by the churning stern wheel. Engineered in detail, the "PADDLE-QUEEN" even provides a deck for stowing "cargo"

Molded in one piece in appealing colors. Six inches long. Factory Tested. Packaged in attractive 2-color box. Delivery *right away* and repeat business assured by the company that gave you the sensational "Jet Queen" speedboat.

SUGGESTED RETAIL

39¢

3 and 6 doz. to Shipping Carton

Tri-State PLASTIC MOLDING CO.

HENDERSON, KENTUCKY

NEW YORK SALES OFFICE: 12 E. 41st ST. • MURRAY HILL 3-5647

WALDRON

WATCHES

Master craftsmanship of fine watchmakers is brought to you in these handsomely styled Waldron watches. Each case is a masterpiece of American creative genius, each movement is jeweled for accuracy.

Favored by men of discrimination—these superb Waldron watches are examples of the finest in the watchmaker's art. Each case is individually styled—each movement is precision built.

Double checked for accuracy by the most scientific methods, Waldron watches are guaranteed to meet the most severe tests. All movements are standardized with interchangeable parts.

Each Waldron watch is presented in a velvet box Illustrations are about actual size. Prices shown on this page do not include any Federal excise taxes which may be in effect at time of purchase. Prices subject to change without notice.

(G) 151 W 1350 Modern streamlined watch Natural 10K rolled gold plate case with non-corrosive back. Guaranteed 7 jewel WALDRON movement. Genuine leather strap

Suggested retail price **$23.50**

(H) 153 W 1825 Diamond-like rhinestone set dial man's watch. Natural 10K rolled gold plate case, non-corrosive back. Guaranteed 7 jewel WALDRON movement. Fine leather strap. *Suggested retail price* **$32.50**

(J) 155 W 1485 All purpose watch, 10K rolled gold plate case with stainless back. Large red sweep second hand. Radium figures and hands. Guaranteed 7 jewel WALDRON movement. Leather strap.

Suggested retail price **$26.50**

157 W 1755 "Sportsman's" watch . . same as above in chrome finish case with stainless back. Service proven watch for exceptionally rugged wear. Leather strap.

Suggested retail price **$30.75**

(K) 159 W 1585 Thin handsomely styled watch. Natural 10K rolled gold plate case with stainless back. Hi thick crystal. Guaranteed 7 jewel WALDRON movement. Padded leather strap. *Suggested retail price* **$27.75**

(L) 161 W 1685 Thin spherical pocket watch. Lasting natural 10K rolled gold plate case. Guaranteed 7 jewel WALDRON movement.

Suggested retail price **$29.50**

(M) 163 W 1990 Distinguished man's watch. 10K rolled gold plate case with stainless back. Matching basket weave 10K Gold Filled band Guaranteed 7 jewel WALDRON movement.

Suggested retail price **$34.50**

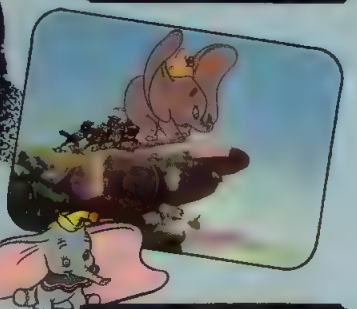
at last!

Walt Disney FEATURE LENGTH FILMS

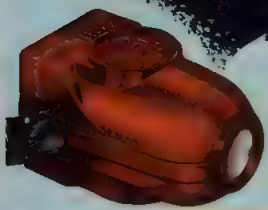
(Condensed Versions)

In Full Color

1 BAMBI
with all his irresistible woodland friends. Even the grown-ups fall in love with him.
4 Bambi film strips **$1.00**



2 DUMBO
The still most popular Disney movie. Complete with the wonderful circus finale used on the Disney hat.
4 Dumbo film strips **$1.00**



Copyright-
Walt Disney Productions

Mickey Mouse Viewer with No. 1 Walt Disney film strip
$1.00

3 PINOCCHIO
the puppet who turns into a boy. And what a boy! You will love him. A wonderful picture for children.
4 Pinocchio film strips **$1.00**

4 SNOW WHITE
and the Seven Dwarfs. Always a joy to see.
4 Snow White film strips..... **$1.00**

Walt Disney Treasure Chest

contains Mickey Mouse Viewer and four Disney Feature Stories — Snow White, Bambi, Dumbo and Pinocchio — 16 Disney film strips in all. (256 of Disney's finest scenes) All packed in a beautiful four color Treasure Chest **$4.75**

You can't miss with these Craftsmen's Guild products. Each of these Feature Length pictures comes in four film strips (64 pictures) packaged in an attractive four color box at **$1.00** per Feature

Each feature length film story condensed into four 16mm film strips in full color 64 of the most thrillingly important scenes in each Disney story, reproduced from the original master films. Shown in all the exquisite beauty, artistry and charm for which Disney productions have become world renowned

You have been waiting for these most famous Walt Disney stories. These **Feature** films make the Mickey Mouse Viewer line complete.

See other side of this page for descriptions of complete line.

CRAFTSMEN'S GUILD
6916 Romaine Street • Hollywood 38, California

(See other side of this page)

Order Your Stock of

MICKEY MOUSE VIEWERS

and WALT DISNEY FILM STRIPS

from the following list . . .

ITEM 1.

DISPLAY BOX: contains 6 Mickey Mouse Viewers (with No. 1 Film Strip), to retail at $1.00 each; and 36 assorted Walt Disney Film Strips to retail at 25c each.

Total retail value of Display box..... *$15.00 each*

Packed 24 in Shipping Case

ITEM 2.

MICKEY MOUSE VIEWER (with No. 1 Film Strip)..... *$1.00 each*

Packed 1 dozen in stock carton, 288 in Shipping Case

ITEM 3.

WALT DISNEY FILM STRIPS in full color on 16 mm. Kodachrome. 16 pictures in each strip. Retail price..... *25¢ each*

Packed one dozen of one title in stock carton, or one dozen assorted

AVAILABLE IN THE FOLLOWING NUMBERS AND TITLES

No. 1. Don Donald
No. 2. Three Little Pigs
No. 3. The Practical Pig
No. 4. Chicken Little
No. 5. The Tortoise and the Hare
No. 6. The Ugly Duckling
No. 7. The Grasshopper and the Ants
No. 8. The Pied Piper
No. 9. The Golden Touch
No. 10. Little Hiawatha
No. 11. The Pointer
No. 12. Donald's Vacation
No. 13. A Good Time for a Dime

ITEM 4.

GIFT BOX. Contains one Mickey Mouse Viewer and 13 different Walt Disney Film Strips in full color..... *$3.95 each*

Packed one dozen Gift Boxes in stock carton, 72 in shipping case

ITEM 5.

DISNEY FEATURE FILMS. 4 Film strips in each feature. Each feature (4 film strips) in attractive box..... *$1.00 each*

Packed one dozen of a title, or one dozen assorted, in stock carton

AVAILABLE IN FOLLOWING TITLES:

SNOW WHITE PINOCCHIO DUMBO BAMBI

ITEM 6.

WALT DISNEY TREASURE CHEST contains Mickey Mouse Viewer and all four titles of Feature Films: Snow White, Pinocchio, Dumbo and Bambi..... *$4.75 each*

Packed one dozen Treasure Chests in stock carton

DISCOUNTS

Less than $30.00 list value, 33-1/3%. $30.00 or more list value, 40%.

CRAFTSMEN'S GUILD

6916 Romaine Street • Hollywood 38, Calif.

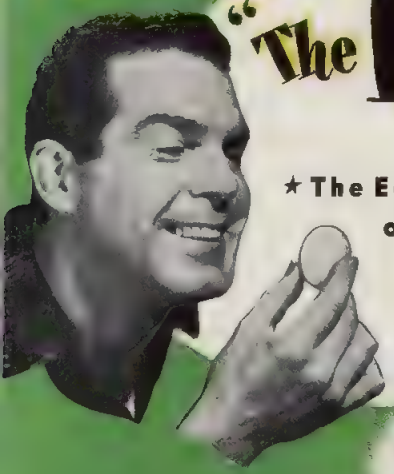
LITHO IN U.S.A.

(See other side of this page)

Claudette Colbert and Fred MacMurray, stars of Universal International Picture "The Egg and I"

25,000,000 HAVE READ THE BOOK!
75,000,000 WILL SEE THE MOVIE!!

. . . . . and this market of many millions will be eager to buy and play this great new family game.



"The EGG and I"

★ The Egg-Citing Game of Owning a Chicken Ranch ★

Every merchandising-minded dealer will immediately see the tremendous promotional possibilities of this fascinating game—backed with power-packed publicity. It's a natural for quick sales—long profit—and real volume . . .

2.00 LIST

"THE EGG AND I" game is produced with full rights from Betty MacDonald, the author of the book Universal-International Pictures, and the motion picture stars, Claudette Colbert and Fred MacMurray.

...a New Game
...a Timely Seller
...for BIG Egg-stra Profits

"The EGG and I"

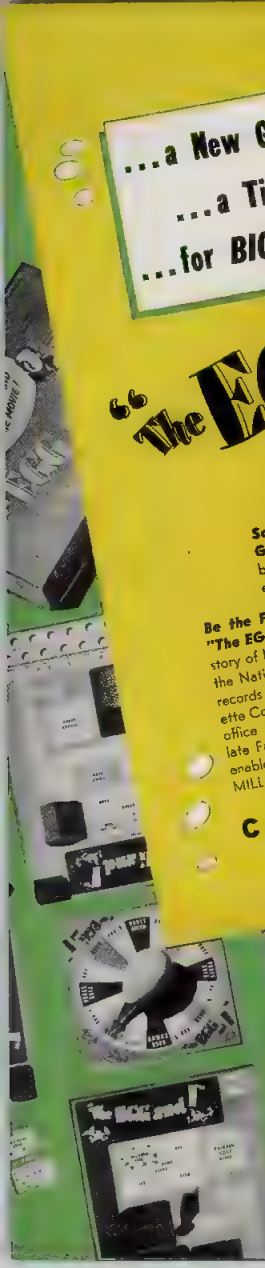
... it's a promotional natural
... and it's perfectly timed!

Sales Tests prove it's a BIG Seller! Playing Tests prove it's a GREAT Game! Every buyer who has seen this game is enthusiastic over its sales possibilities. Everyone who has played the Game was thoroughly amused with the exciting entertainment.

Be the FIRST Dealer in your City to sell "The EGG and I." Betty MacDonald's amusing story of her adventures was THE "best seller" of the Nation for 14 consecutive weeks — sets new records every day! The movie, starring Claudette Colbert and Fred MacMurray, is making box office history — will reach its peak showing by late Fall. And, NOW here's the game that will enable you to cash in on a tailor-made market of MILLIONS who are thoroughly sold on the fun-making possibilities of playing "The EGG and I"!

Call or write your Jobber NOW! If he can't supply you send your order direct to CAPEX company. Your newspaper's book and movie news sections are crammed full of free publicity that you should take advantage of now. To tie in with it the following promotional materiel is available: Newspaper mats, catalog electros, paper window posters, envelope enclosures, ideas for window and store displays.

CAPEX CO., 615 South Boulevard, Evanston, Ill.



THE EGG AND I" game packs the same human interest as the famous story — with all the thrills and hardships of starting a chicken ranch. The rules are simple, playing time is about 15 minutes for four players. A wooden egg "spinner" determines the loans and earnings and losses and real-like buildings are set in place as capital is available. After the farm is complete, the first player to "pay off" the mortgage is the winner!

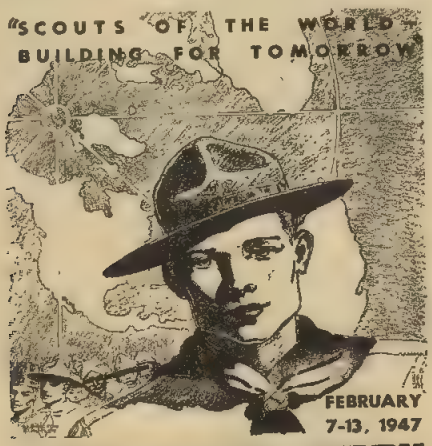
The game has buy appeal — sturdy, colorful box — with the colored wooden buildings and other material of the very highest quality.

Show Your Interest in Boys During National Boy Scout Week

By WILLIAM BLISS STODDARD

The Boy Scouts of America, Now Numbering 1,980,000, Will Observe the 37th Anniversary of the Organization During Boy Scout Week, Opening Friday, February 7th, and Closing Thursday, February 13th. It Is the Nation's Largest Birthday Celebration Among Young Citizens and Will Be Observed in Every City, Town and Village in the Country

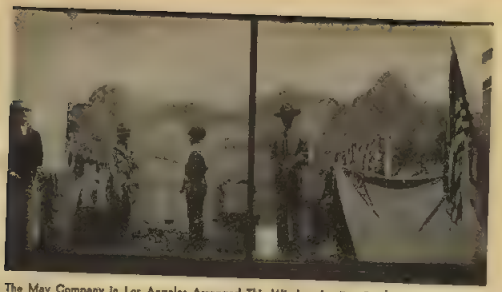
"One of the finest youth movements of this age," said George Rossie, buyer of toys for The May Co., Los Angeles, "is the Boy Scouts. It is composed of thousands of young Americans, healthy, clean minded, full of activity and enthusiasm, boys who are learning young to take part in the betterment of their community. The leader who does not link up closely with this movement is missing a great opportunity to gain the good will and patronage of hosts of teen age boys—for these youngsters are in the market for scores of items in addition to Boy Scout equipment, and if The Trading Post (or whatever you choose to call your scout equipment booth or alcove) treats them fairly and evinces an interest in their pursuits they will come again for hobby equipment of all kinds, chem sets, tools, flags and games of all kinds.



Nearly 2,000,000 Cub Scouts, Boy Scouts and Senior Scouts will observe the 37th anniversary of the Boy Scouts of America during Boy Scout Week, Feb. 7th to 13th. Through their World Friendship Fund of voluntary gifts the Boy Scouts of America have given $110,464.36 to help Boy Scouts overseas rebuild their organizations. During the first year of their "Shirts-Off-Our-Backs" project more than 400 cases—or twenty tons—of Scout Uniforms and equipment collected from Scouts were contributed to Scouts in 13 nations. Scouting has always been an active force in promoting better understanding and mutual goodwill among the nations. Above is the official poster marking the event.

"For a number of years we have held a Scout Jamboree in our Auditorium the Saturday of National Boy Scout Week. The crowds have increased each year (in 1944 5,000 Boy Scouts were entertained in our big roof garden) and have now outgrown our stores facilities so last year we took over the big Shrine Auditorium for their Jamboree. All senior and cub scouts could secure tickets by going to our Boy Scout Trading Post. In order to get a ticket it was necessary to be in uniform. We gave a big broadcasting program, with Edgar Bergen and Charlie McCarthy, Bugs Bunny, Harry von Zell, and the Mitchel Boy Choir, plus a lively vaudeville program, and scout contests with prizes. We used an entire window to tell of this Jamboree. It showed a broadcaster at the 'mike,' with Boy Scout and Cub on either side of him, with pictures and posters playings up the several noted entertainers, and a large poster "Scouts of the World—Building Together." Another window showed Boy Scouts on a camping trip. There was a scenic background, and the floor was covered with coarse grass and small rocks. At one side was a tent over which hung a big flag. At the other was a Sea Scout with bed roll. Tending the camp fire were Scout and Cub, while in front of the tent was the scoutmaster. Equipment of various kinds was scattered about.

"We ran a big ad in the papers calling attention to our Boy Scout Trading Post. It was headed with a Scout and said 'Scouts—How is your camp equipment? Hit the adventure trail with



The May Company in Los Angeles Arranged This Window for Boy Scout Week Last Year. It Showed a Sea Scout, Senior Scout, Cub Scout and Scoutmaster on a Camping Trip, with Equipment of Various Kinds Displayed

full equipment. It's more fun and you'll enjoy camping trip better. Hike yourselves to the May Co.'s Trading Post, where you will find all the official gear.' A number of the principal items were listed and priced."

Books on Handicrafts

The Broadway, Los Angeles, had a window floored with green turf, and in the rear a large panel "Boy Scouts of the World—Building Together"; Scoutmaster, senior and cub scouts in uniform were shown. Between the scouts was an open book cabinet holding books telling of the various arts and handicrafts connected with scouting. The Boy Scout Trading Post occupies a large alcove on the second floor, the three sides having large murals typical of scout camping in the wilds. At the entrance is an open book case filled with small books exemplifying the different arts, trades and handicrafts which are a part of the Boy Scout training. An art card containing the Scout Law is given with every Boy Scout purchase.

Scout Camp in Window

Robinson's, Los Angeles, set forth a window showing in the rear a larger than life blow up of Cub, Sea, Air, Senior Scouts and Scoutmaster. On the wall was printed "Scouts of the World —Building Together." Large flags of all the leading nations, in standards, were ranged across the window. A scout camp was shown, with two tents, in front of which on blankets were spread cooking utensils, knives, hatchets, field glasses, flash lights, and other small items. By one of the tents a boy scout was signaling with flags, and at the other was an air scout holding a model aeroplane. Down front was a card "Shirts off our backs for our brother scouts," this being a call to American scouts to bring in outgrown uniforms to send to scouts in war torn lands.

Cooperative Effort

In Compton, Calif., not one but a dozen firms co-operated with the Boy Scouts during National Boy Scout Week in February. The Scouts themselves had a tent on the post office lawn, with several scouts always in attendance to give information on scouting to parents and prospective scouts. Each troop in the district arranged a display featuring one or more of the many projects in which they were engaged, and these were shown in the windows of the stores of the co-operating merchants. Prizes were offered for the most interesting and complete displays. These merchants also took a half page in the local newspaper to congratulate the Scouts on their anniversary, and call attention to the interesting Scout displays in their windows.

An Indian Chief

Harris & Frank, Los Angeles, arranged an island window that stopped all passers-by and had a knot of Boy Scouts almost constantly in front of it. The floor was covered with rocks and sand, cacti and sage brush, in which

TEEN-AGE TRIUMPHS by Stookie Allen

BIRTHDAY!
THIS IS SCOUT WEEK—THE 37TH BIRTHDAY OF THE BOY SCOUTS OF AMERICA. DANIEL CARTER BEARD SERVED AS FIRST NATIONAL SCOUT COMMISSIONER. THE SCOUTS ARE NOW THE LARGEST NON-MILITARY UNIFORMED BODY IN THE WORLD! —
WOW!
—A GREAT FACTOR IN THE FIGHT AGAINST DELINQUENCY.
—THAT FIRST A—UNIFORM.
Stookie Allen
Dan Beard
THE BOY SCOUTS REPRESENT SERVICE TO MANKIND. THE WEARER OF A SCOUT UNIFORM HAS OPENED TO HIM A NEW WORLD OF THOUGHT, PLAY, HONOR AND ACHIEVEMENT. GIVE THEM A HAND FOLKS!

This Factual Cartoon Will Appear in Newspapers Throughout the Country as National Boy Scout Week Starts, Giving Wide Publicity to the Event and Its Significance to Youth

were a number of mounted specimens of desert life. At one side was the figure of an Indian chief in full regalia, and at the other a Boy Scout, while between them was a large shield with the Scout emblem. A card at the front of the display advised that Chief Thunder Cloud would be in the Boys' Department all during the week to answer questions regarding Indian life and customs. There was an exhibition of work done by a number of troops of Boy Scouts, and two were on hand to explain scouting and the proper equipment for all scout projects. The boys thronged the department to talk to the Chief and their fellow Scouts, and incidentally to purchase many items in addition to scout uniforms and equipment

Figure of an Indian Chief in Full Regalia in Window Called Attention to the Fact That Chief Thunder Cloud Would Be in the Boys' Department at Harris & Frank, Los Angeles, During National Boy Scout Week

Ship Models in Window

The Scout window of Bullock's, Los Angeles, had a dull gold background, with a huge green circle on which was appliqued the Boy Scout emblem. At one end was Scoutmaster and Cub, the latter holding a big flag. On the wall was a scroll with the Scout oath. At the other end was a Senior Scout with flag, and a scroll giving the Scout law. An art card said "Scouts of the World —Building Together. Building for future citizenship—good health, clean living, sportsmanship." Palms and ferns were used for decorations. Another window paid tribute to the Sea Scouts. It was floored and backed with navy blue. Standing at the wheel, which was mounted on a pedestal, was a Sea Scout. At each side were Sea Scout flags and American flags. In the corner a tall blue vase, tied with blue ribbons, held stalks of red and white gladioli. A large open volume, in illumined letters of blue and gold, said "Scouts of the World—Building Together. A real Scout is a man who, through the Scout oath and law, made Scouting a way of living." Down front were miniature battleships made by Sea Scouts, as well as sailing vessels, and a model of the SS Mallolo, given to the Scouts and sponsored by the Los Angeles Police Department. Their Boy Scout Alcove is fitted up in knotty pin. In front of the room during Boy Scout and Valentine Week were two round platforms floored with red linoleum. Descending from the ceiling, behind the platform, was a curtain of red net, to which was fastened a large white heart, bordered with many small red hearts, on which was printed "To My Valentine." On one platform stood a Cub and on the other a Senior Scout. Tables across the front of the Scout section featured camp equipment and uniform accessories. On the pillars were numerous brackets holding handicraft articles made by the Scouts

"We were wondering if we could borrow one of your elephants to help carry a big sign in a parade we're having."

This Cartoon Will Also Help Publicize the 1947 Boy Scout Week

Cub Scouts Show Kite

The Lynwood Music Store, which has an extensive games and hobby department, had a display of handicraft made by Cub Scout Pack 436. Among the items shown was the kite which won the regional kite flying contest for 1946. Model planes, boats, covered wagons, card of knots, small furniture pieces, and a number of scrap books made for hospitalized service men were among the items shown, both in the window, and on tables in the store, around them being displayed drums, fifes, bugles for the Scouts.

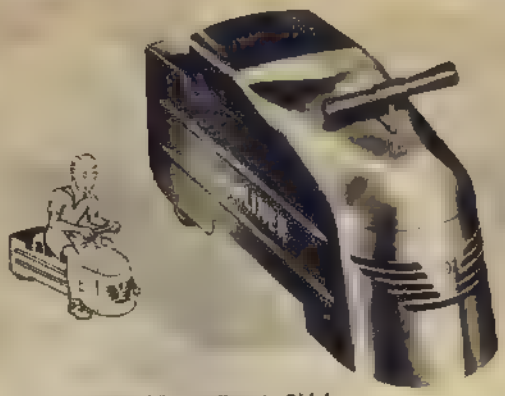
Give Them Toys To

7.95

Bright Red Hydraulic Dump Truck He Can Ride!

- *fully automatic—hydraulic dump action lowers tailgate, dumps load right out*
- *streamlined heavy-gauge steel construction*
- *all steel wheels with bronze bearings*

A Christmas dream come true. For the first time an all steel truck modeled after a real dump truck and completely with hydraulic dump action! Just raise the lever on side of cab—then watch it go into action! Press down seat body locks into place again. Bright Red baked-on enamel. Jumbo size—24 in. long, 8½ in. wide, 8½ in. high. Can be ridden.
A35J 5108. Shpg. wt. 16 lbs. **7.95**



A Jumbo Steel Streamliner to Ride!

- *sturdily constructed heavy 20-gauge steel*
- *fast, smooth-rolling—safe and durable*

Your little engineer can load the tender, hop on and whiz off! Wood steering handle. Red enameled. 3-in. wheels. 24 in. long, 11½ in. high, 6⅝ in. wide.
A35J 5107. Mailable. Shpg. wt. 10 lbs. **4.98**

4.98

Rollo's a Plush Horse on Wheels

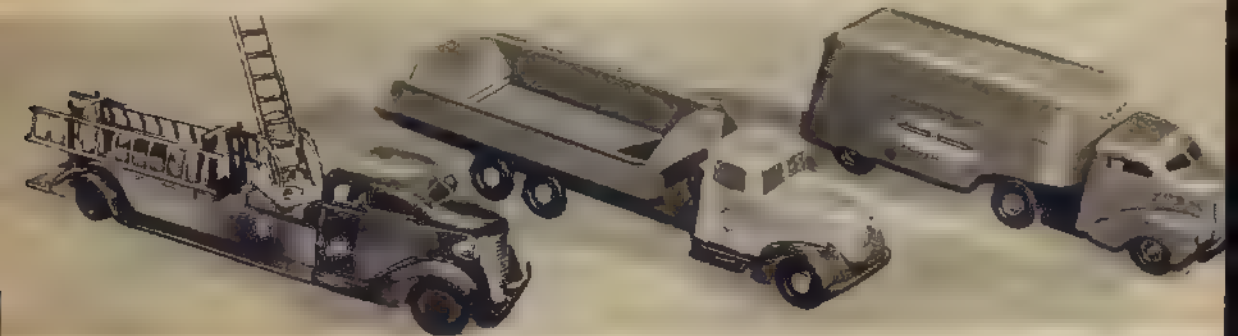
- *all-time children's favorite*
- *leather saddle and reins*
- *rubber tires* • *steel hub caps*

Soft plush over steel frame—will hold up to 150 lbs. 5 in. wheels. Ht., 22 in.; seat ht., 14½ in.
A35J 3115. Mailable (9 lbs.) **7.95**

Tots Love a Fine Rocking Horse

- *sturdy hardwood construction*
- *non-tilt safety rockers*
- *Ivory; black and red trim*

Thrill your kiddie with this fine horsie! Overall size, 26x16x9¾ in. high. Mailable.
A35J 3202. Sh. wt. 7 lbs. **2.89**



Big New Steel Push 'em Toys from Santa's Workshop

Heavy Duty Fire Truck—Aerial Ladders

- *built to last—of heavy-gauge steel*
- *aerial ladder lifts, turns on swivel*
- *with two 12-in. extension ladders*

Red enamel finish aluminum ladders. Overall length measures 25 inches.
A35J 5119. Shpg. wt. 6 lbs. **2.59**

Golly! A Huge 6-Wheel Dump Truck

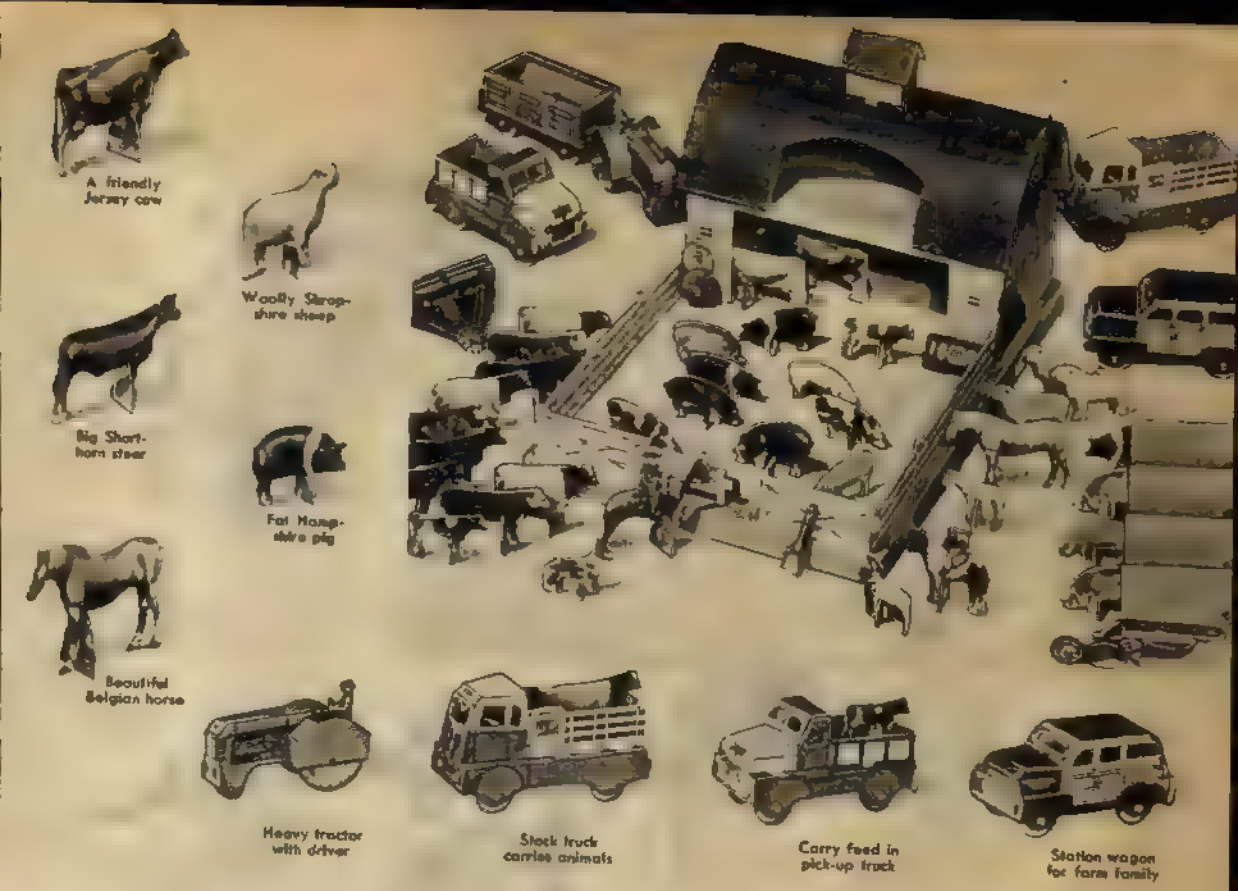
- *push the lever and dump the cargo*
- *sturdy all-steel construction*
- *strong bed lift* • *hinged end gate*

Red bed, yellow cab, green chassis. Length 27¾ in., 8¾x17¾ in. bed.
A35J 5117. Mailable (9 lbs.) **3.59**

Semi-Trailer Van Ready for the Road

- *rear door opens for loading*
- *steel radiator, bumper, 5 reflectors*
- *6 rubber wheels* • *spare tire*

Colorfully baked-on enamel over heavy gauge steel body. Full 25 inches long.
A35J 5118. Mailable. Wt. 10 lbs. **2.98**



Miniature Stock Farm—authentic in every detail... 1.59

37 life-like blue ribbon animals—all exact reproductions of famous breeds—

Guernsey	Jersey
Hereford	Aberdeen-Angus
Ayrshire	Belgian
Poland China	Shropshire
Hampshire	Shorthorn
	Chester white
	Duroc
	Spotted Poland China

Real-to-life farm machinery—

plow	seeder
station wagon	stock truck
tractor	pick-up truck
	wagon

Enormous barn, "A" type open end hog houses and dozens of small farm needs

A real farmer'd be proud of this modern stock farm! So imagine how thrilled your future farmer or farmerette will be when he sees the big red barn, the prize live stock and modern machinery spread out beneath the Christmas tree! All lithographed in actual color

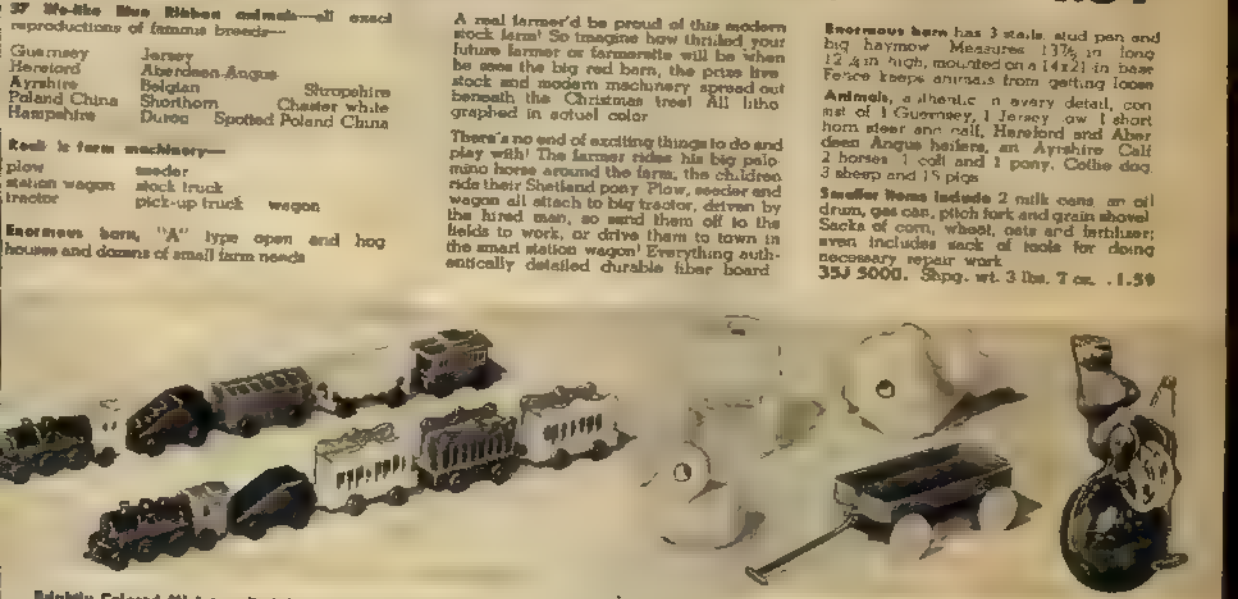
There's no end of exciting things to do and play with! The farmer rides his big palomino horse around the farm, the children ride their Shetland pony. Plow, seeder and wagon all attach to big tractor, driven by the hired man, so send them off to the fields to work, or drive them to town in the smart station wagon! Everything authentically detailed durable fiber board

Enormous barn has 3 stalls, stud pen and big haymow. Measures 13⅞ in. long 12 4/5 in. high, mounted on a 14x21 in. base. Fence keeps animals from getting loose

Animals, authentic in every detail, consist of 1 Guernsey, 1 Jersey cow, 1 shorthorn steer and calf, Hereford and Aberdeen Angus heifers, an Ayrshire Calf, 2 horses, 1 colt and 1 pony. Collie dog, 3 sheep and 15 pigs

Smaller items include 2 milk cans, an oil drum, gas can, pitch fork and grain shovel. Sacks of corn, wheat, oats and fertilizer; even includes sack of tools for doing necessary repair work

35J 5000. Shpg. wt. 3 lbs. 7 oz. **1.59**



Brightly Colored Miniature Freight and Circus Trains!

• your choice of durable plastic trains, 15 in. long

Thrill the youngsters with these gay trains that scoot along on smooth rolling wheels. 3 cars to a train, coupled together by extended device that can't pinch or hurt little fingers

Freight train has engine, freight cars. 15 inches long

35J 5068. Shipping weight 8 oz. **.89¢**

Circus train with engine; animal pictures on cars. 15 in. long.

35J 5069. Shipping weight 8 oz. **89¢**

Bathing's Fun with This 4-Pc. Float Set!

• all of colorful, durable plastic

To play with and take swimming in the bathtub! Adorable set includes rattling Pinky the duck, Minnie the fish; 4-inch water filled transparent barrel with 2 floats inside, and a tiny red wagon with moving wheels, turning handle!

35J 5067. Shpg. wt. 11 oz. Set **1.39**

Trained Bear Rides by Himself!

• pedals across floor

Give a good strong pull on the handle, then let go and—off he goes, pedaling like mad, keeping his balance even though he rolls from side to side. Bear and ball of plastic; remainder of metal

35J 5093. Shpg. wt. 2 lbs.... **1.89**

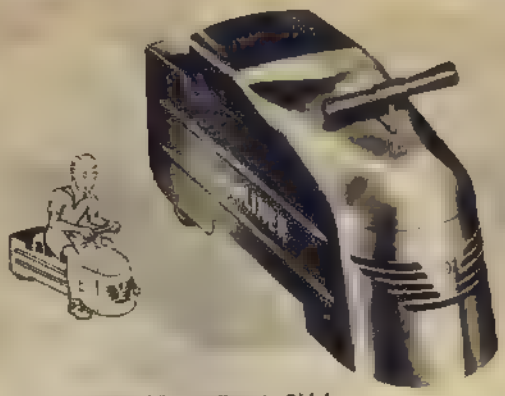
Give Them Toys To

7.95

Bright Red Hydraulic Dump Truck He Can Ride!

- *fully automatic—hydraulic dump action lowers tailgate, dumps load right out*
- *streamlined heavy-gauge steel construction*
- *all steel wheels with bronze bearings*

A Christmas dream come true. For the first time an all steel truck modeled after a real dump truck and completely with hydraulic dump action! Just raise the lever on side of cab—then watch it go into action! Press down seat body locks into place again. Bright Red baked-on enamel. Jumbo size—24 in. long, 8½ in. wide, 8½ in. high. Can be ridden.
A35J 5108. Shpg. wt. 16 lbs. **7.95**



A Jumbo Steel Streamliner to Ride!

- *sturdily constructed heavy 20-gauge steel*
- *fast, smooth-rolling—safe and durable*

Your little engineer can load the tender, hop on and whiz off! Wood steering handle. Red enameled. 3-in. wheels. 24 in. long, 11½ in. high, 6⅝ in. wide.
A35J 5107. Mailable. Shpg. wt. 10 lbs. **4.98**

4.98

Rollo's a Plush Horse on Wheels

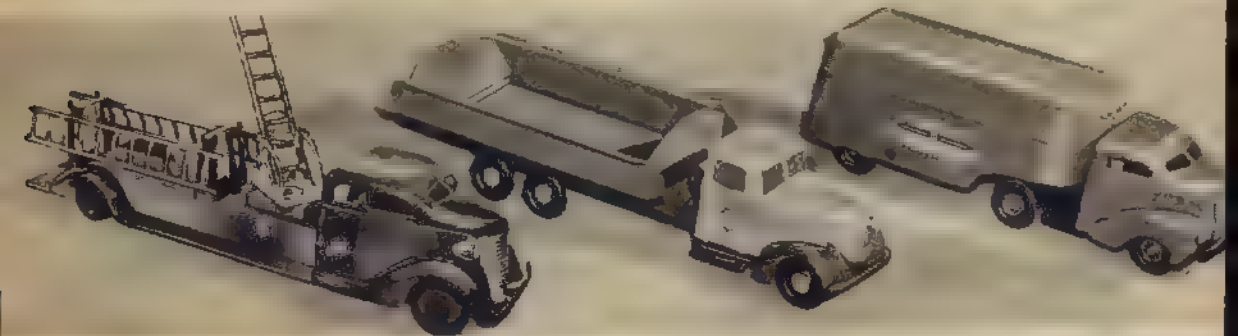
- *all-time children's favorite*
- *leather saddle and reins*
- *rubber tires* • *steel hub caps*

Soft plush over steel frame—will hold up to 150 lbs. 5 in. wheels. Ht., 22 in.; seat ht., 14½ in.
A35J 3115. Mailable (9 lbs.) **7.95**

Tots Love a Fine Rocking Horse

- *sturdy hardwood construction*
- *non-tilt safety rockers*
- *Ivory; black and red trim*

Thrill your kiddie with this fine horsie! Overall size, 26x16x9¾ in. high. Mailable.
A35J 3202. Sh. wt. 7 lbs. **2.89**



Big New Steel Push 'em Toys from Santa's Workshop

Heavy Duty Fire Truck—Aerial Ladders

- *built to last—of heavy-gauge steel*
- *aerial ladder lifts, turns on swivel*
- *with two 12-in. extension ladders*

Red enamel finish aluminum ladders. Overall length measures 25 inches.
A35J 5119. Shpg. wt. 6 lbs. **2.59**

Golly! A Huge 6-Wheel Dump Truck

- *push the lever and dump the cargo*
- *sturdy all-steel construction*
- *strong bed lift* • *hinged end gate*

Red bed, yellow cab, green chassis. Length 27¾ in., 8¾x17¾ in. bed.
A35J 5117. Mailable (9 lbs.) **3.59**

Semi-Trailer Van Ready for the Road

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Colorfully baked-on enamel over heavy gauge steel body. Full 25 inches long.
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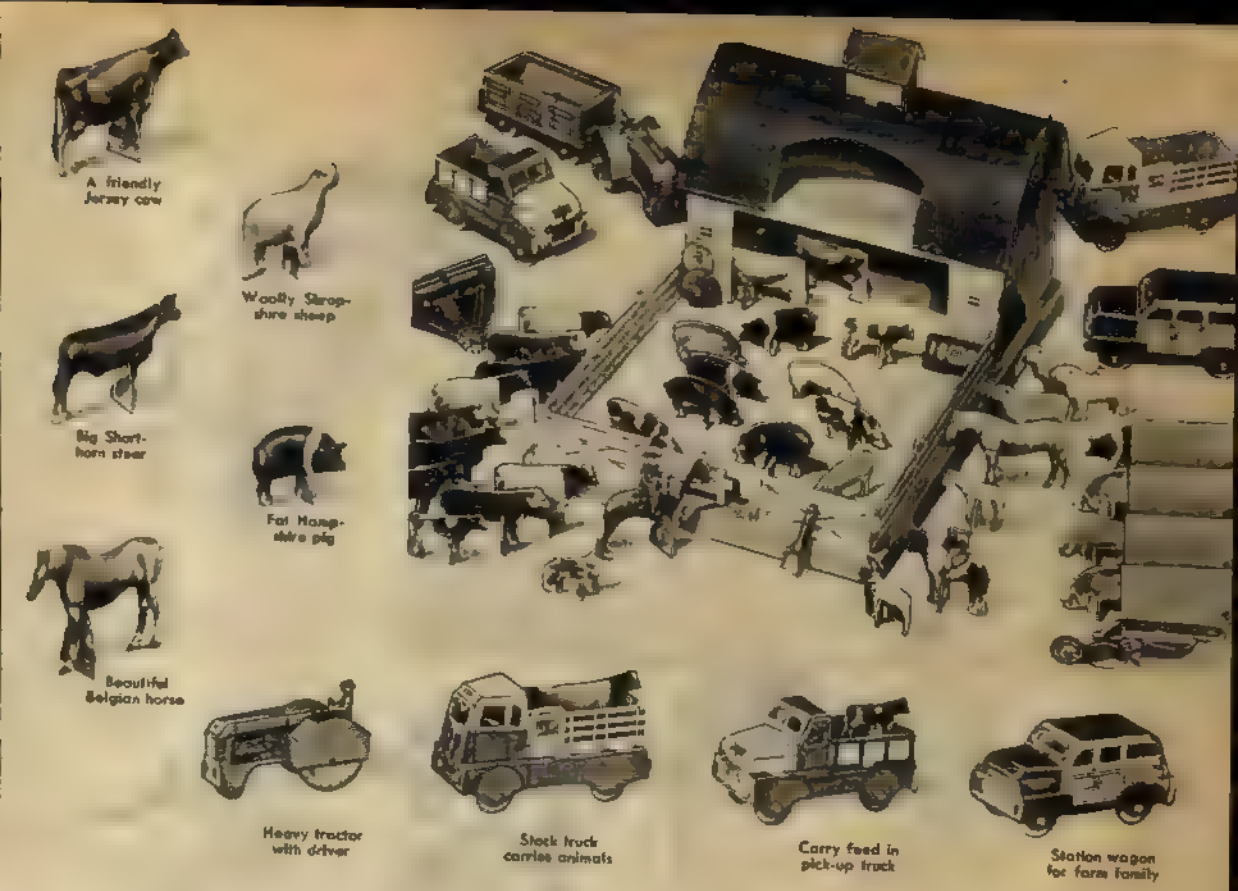

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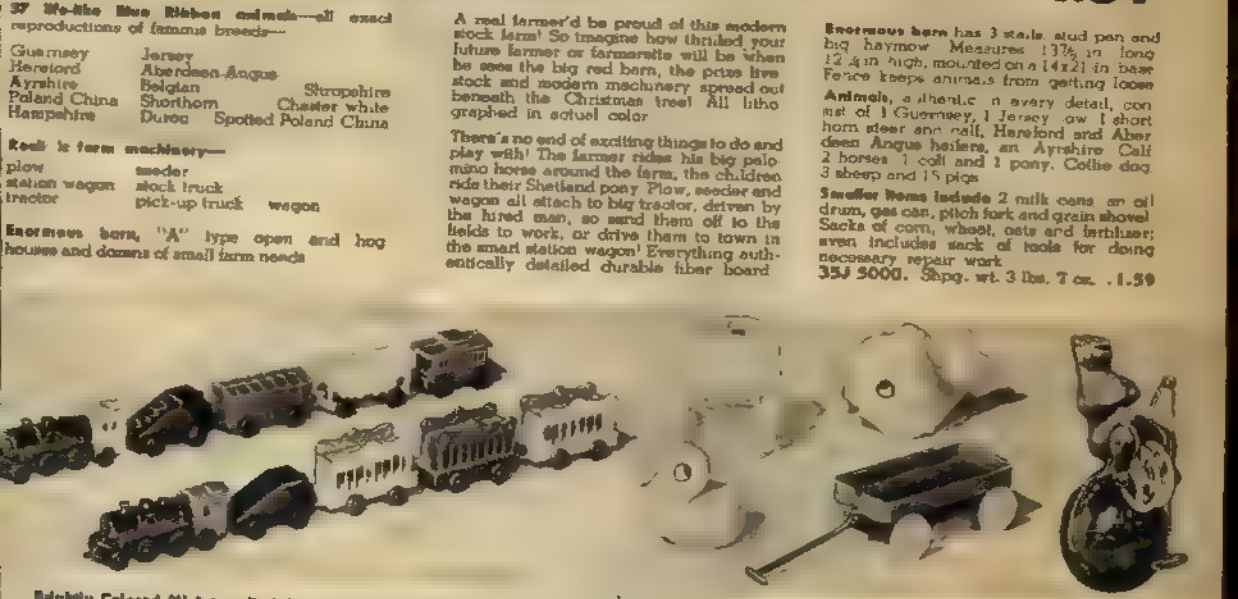
35J 5000. Shpg. wt. 3 lbs. 7 oz. **1.59**



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Freight train has engine, freight cars. 15 inches long

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Circus train with engine; animal pictures on cars. 15 in. long.

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Trained Bear Rides by Himself!

• pedals across floor

Give a good strong pull on the handle, then let go and—off he goes, pedaling like mad, keeping his balance even though he rolls from side to side. Bear and ball of plastic; remainder of metal

35J 5093. Shpg. wt. 2 lbs.... **1.89**

Ride and Enjoy!

Fun to Ride In, Pull or Push
- *Fire Engine Red enamel over 1 piece all steel body*
- *steers just like a big wagon*

Right or axial 3 in. black wheels, steel axle. Rubber tires. Handle 13½ in., box 14x8¼x4½ in.
A35J 5116 Malleable (4 lbs.) **98¢**

Give a Super Wheelbarrow Set
- *steel wheelborrow and shovel, sturdy aluminum handles*
- *6-in. wheel with rubber tire*

Wheelbarrow 8 4 in. high, 29½ in. long. Body size 13¾x11 in. Shovel 27 in. long. Malleable
A35J 5113 Shpg wt 6 lbs **2.59**

Pedal Bike at New Low Price!
- *auto steel, heavily braced*
- *smooth riding, safe and easy*

18-gauge auto steel strongly welded for extra strength. Rubber tires, pedals 6-in. front wheel. Brightly enameled.
A35J 3225 Malleable (10 lbs.) **4.98**

4.98

Gangway for the Hobby Horse!
- *for kiddies up to 4 years*
- *safe rounded edges, corners*
- *ivory and pastel finish wood*

Heavy wooden axles 5 in. wheels, ⅞ in. thick. Overall length 20 in., 18x9¼ in. wide. Malleable
A35J 3201 Shpg wt 6 lbs **2.89**

Every Baby Loves a Shoofly!
- *wide-set, non-tip rockers*
- *play tray, colored beads*

Keeps baby contented while mother is busy. Back tool rest safety strap. Light Maple finish hardwood 33x14x15½ in. high. Malleable
A35J 4716. (11 lbs.) **4.98**

Please, Santa . . . A Red Kiddie Car!
- *extra sturdy 16-gauge steel*
- *6 in. wheels, rubber tires*

Right from Santa's hall! Bright color fun and made to last! Wooden handle. Ivory enameled wheels, red stripe trim. Overall height 27½ in., seat height 10 in. Overall length 23 in.
A35J 3125. Malleable (8 lbs.) **3.49**

3.49

Designed to Delight and Thrill Your Youngster!

20-Inch Dump Truck—only $1.59
lever raises body and load dumps
latest design hood, swinging tail gate

A real buy. Big dump truck body, sturdy radiator, headlights and bumper. Enameled. 10¾x6¾x5¾ in. wide
35J 5114. Shpg wt 4 lbs 9 oz **1.59**

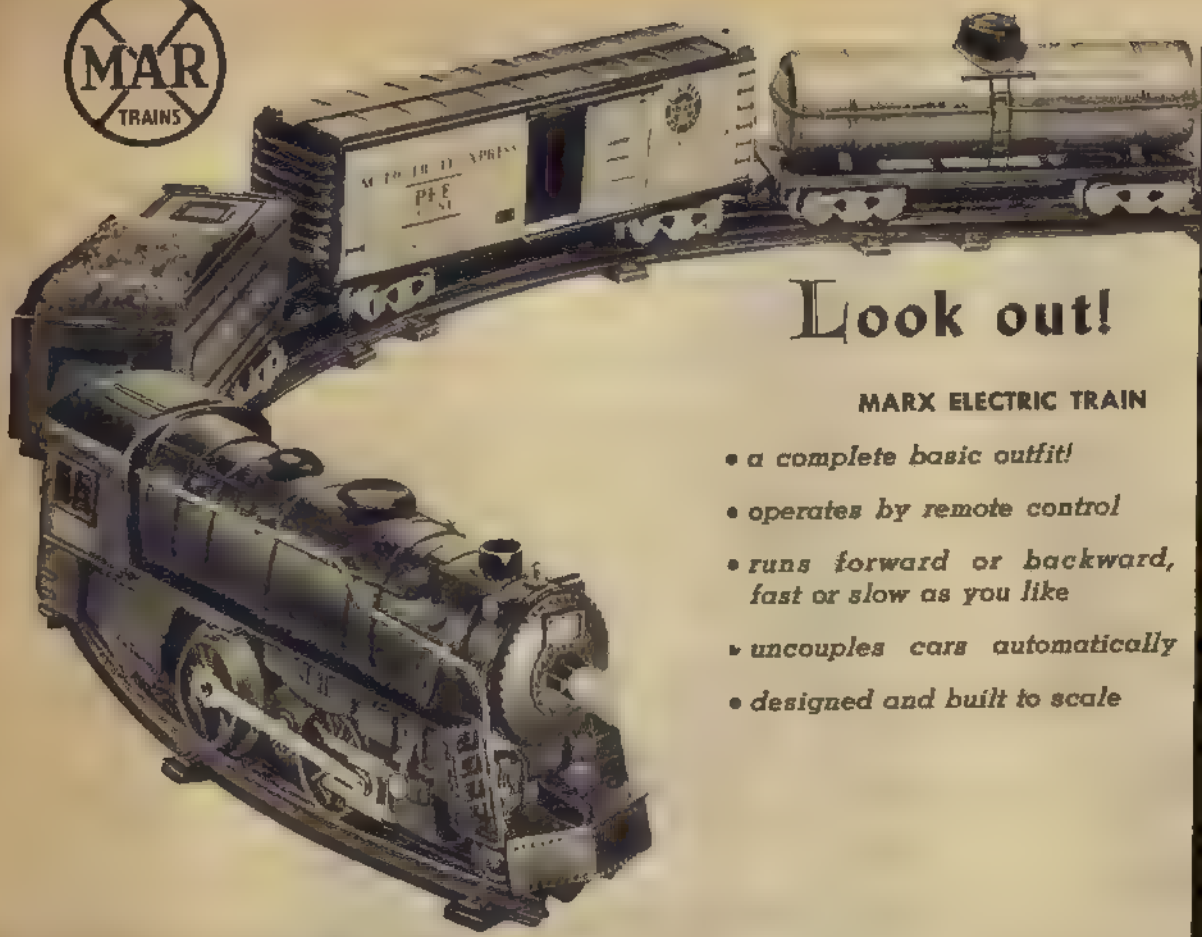
23-in. Auto Transport for the Highways
- *heavy gauge steel, brightly enameled*
- *2 metal passenger cars included*
- *2 steel skid runways for loading*

Just like transports that carry new cars down the road. 23 in. long, 6 in. wide
35J 5111. Shpg wt 3 lbs 6 oz **1.98**

Convertible Station Wagon—1947 Model
- *top actually raises and lowers, trunk cover lifts up for storage*
- *colorfully lithographed metal*

Real auto bumper, grill, headlights, rubber tires. 12¼x4¾x4½ in. high
35J 5110 Shpg wt 2 lbs 6 oz **1.19**

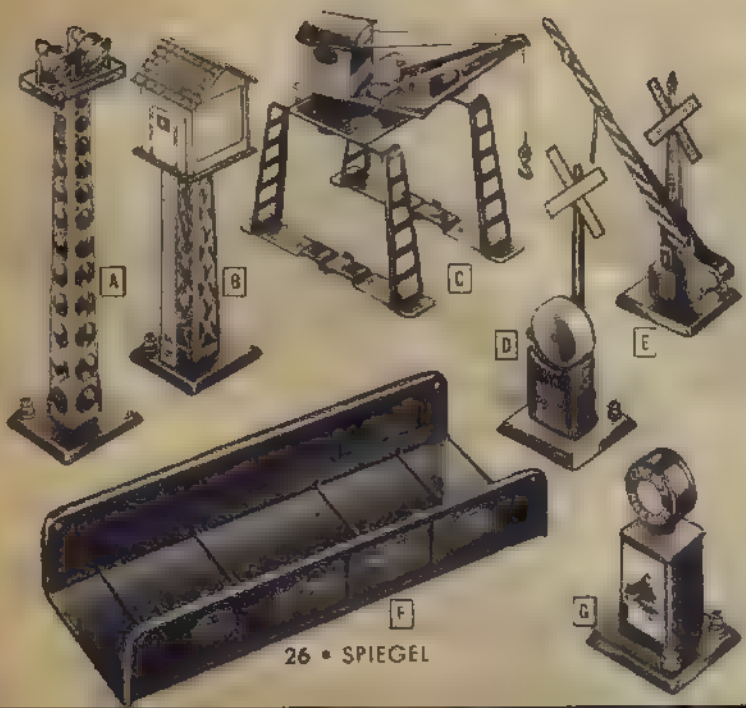
MAR TRAINS



Look out!

MARX ELECTRIC TRAIN

- *a complete basic outfit!*
- *operates by remote control*
- *runs forward or backward, fast or slow as you like*
- *uncouples cars automatically*
- *designed and built to scale*



ACCESSORIES ADD INTEREST TO YOUR TRAIN

[A] **11½-inch Floodlight Tower.** Twin floodlights on platform top. With 2 bulbs, track connector plate.
35J 5242. Shpg. wt. 10 oz. 1.49

[B] **Switchman's Tower—13 in. tall.** Lights up when train crosses over track. All-metal construction.
35J 5239. Shpg. wt. 10 oz. 1.49

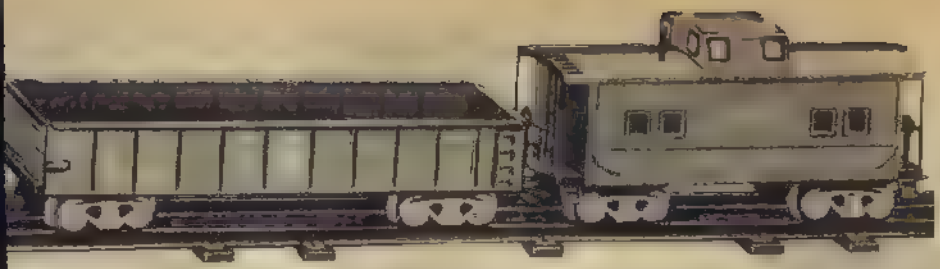
[C] **Hand Operated 7-in. Derrick.** Built to fit over track; use to lift things from freight cars.
35J 5241. Shpg. wt. 1 lb. 7 oz. 1.49

[D] **Automatic Bell Ringing Signal.** Bell rings, light flashes when train crosses track. With bulb.
35J 5245. Shpg. wt. 10 oz. 1.89

[E] **Train Crossing Gate** lowers automatically when train approaches. All-metal. Measures 7½-in. high; 9-in. arm. Complete with connector.
35J 5247. Shpg. wt. 11 oz. 1.89

[F] **Realistic Girder Bridge.** Heavy-gauge metal. Measures 10-in. long and 3-in. high
35J 5238. Shpg. wt. 1 lb. 8 oz. 89c

[G] **Automatic Circuit Breaker.** Safety device to protect transformer from overheating or burning out.
35J 5246. Shpg. wt. 6 oz. 1.89



Here comes the Flyer!

WITH REMOTE CONTROL TRANSFORMER 19.95

Set up this fast Mars train and enjoy the thrill of watching it thunder down the tracks! You and your boy can operate it from any spot in the room with the remote control transformer. Order this fine train now—and make this a Christmas he will never forget!

Make it go forward or backward . . . speed it up or slow it down . . . this train will go just the way you want it. And that's not all—with the automatic uncoupler you can uncouple as many cars as you choose just by throwing the switch on the transformer. Cars automatically recouple when bumped together.

Complete set includes: 8½-in. detailed model locomotive of die cast metal with headlight that actually lights up, nickel-plated piston rods; coal car and water type tender; gondola; tank car; box car with sliding doors; caboose. Nineteen straight pieces "O" gauge 3-rail track and 8 curved sections; uncoupler track section, sign; ramp with track attached; track connector; Underwriters' Approved transformer.

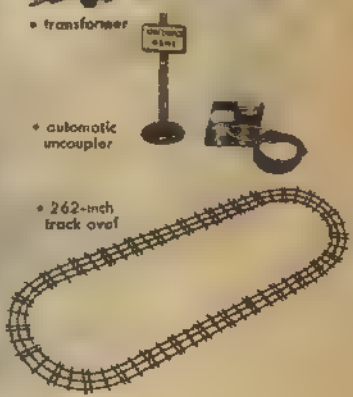
Entire length of train is 46 in. Track makes oval layout 262 inches in circumference. For 110-120 volt, 60 cycles AC only. Malleable.

A35J 5210. Shipping weight 9 lbs. . . . **19.95**

• transformer

• automatic uncoupler

• 262-inch track oval



3 WAYS TO BUY AT SPIEGELS—

• CASH • 30-DAY CHARGE • TIME PAYMENTS

Wind-up Trains

REALISTIC FAST FREIGHT OR PASSENGER TRAINS

choice **3.98**

- *bell rings, sparks fly from locomotive smokestack*
- *powerful wind-up mechanism*
- *12 track sections included—8 curved and 4 straight*

"All aboard! Train leaving on track 8!" And what a train! Just wind up the motor—then stop . . . look . . . listen. As the train flashes down the track, real sparks fly and the bell rings!

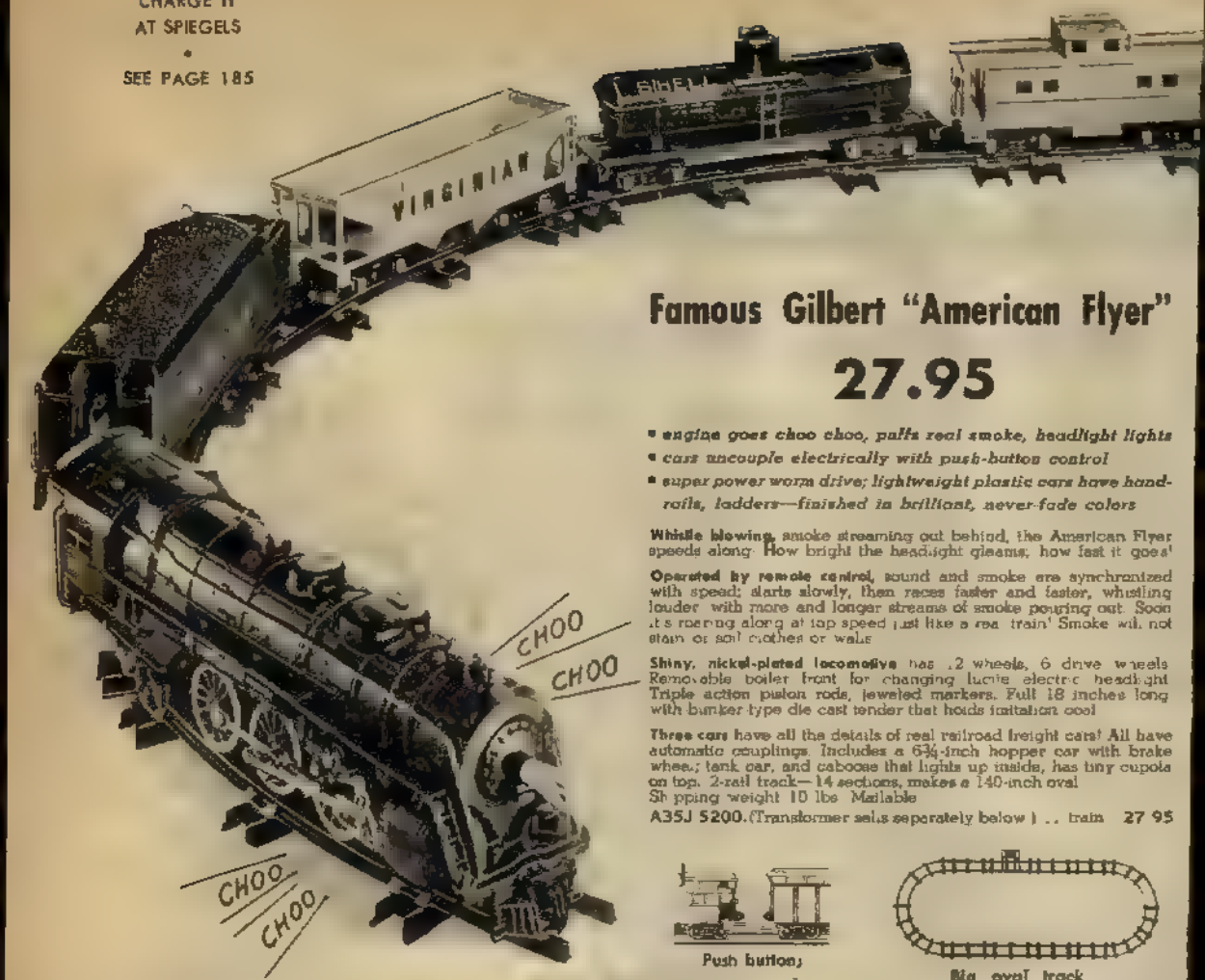
Both sets are real beauties with all metal freight and passenger cars carefully detailed to look like real models. Strong spring motor can't be over-wound; brake lever and speed governor to keep train on track.

Passenger train includes locomotive, tender and 3 passenger cars. Makes 35½-inch 5 unit train. 2-rail track oval is 27x44½ inches. **35J 5248.** (4 lbs. 3 oz.) . **3.98**

Freight train includes locomotive, tender 2 freight cars and caboose. Makes 35½-inch 5 unit train. 2-rail track oval is 27x44½ inches. **35J 5249.** (4 lbs. 3 oz.) . **3.98**

"CHARGE IT"
AT SPIEGEL'S

SEE PAGE 185



Famous Gilbert "American Flyer"

27.95

- *engine goes choo choo, puffs real smoke, headlight lights*
- *cars uncouple electrically with push-button control*
- *super power worm drive; lightweight plastic cars have hand-rails, ladders—finished in brilliant, never-fade colors*

Whistle blowing, smoke streaming out behind, the American Flyer speeds along. How bright the headlight gleams; how fast it goes!

Operated by remote control, sound and smoke are synchronized with speed; starts slowly, then races faster and faster, whistling louder with more and longer streams of smoke pouring out. Soon it's roaring along at top speed just like a real train! Smoke will not stain or soil clothes or walls.

Shiny, nickel-plated locomotive has 2 wheels, 6 drive wheels. Removable boiler front for changing bulbs; electric headlight. Triple action piston rods, jeweled markers. Full 18 inches long with bunker type die cast tender that holds imitation coal.

Three cars have all the details of real railroad freight cars! All have automatic couplings. Includes a 6¾-inch hopper car with brake wheel; tank car, and caboose that lights up inside, has tiny cupola on top. 2-rail track—14 sections, makes a 140-inch oval.
Shipping weight 10 lbs. Mailable.
A35J 5200. (Transformer sells separately below.) ... train **27.95**

Push button; cars uncouple

Big oval track is 140 inches

Flexible Track—Curves into Any Shape!

- *equals 10 standard track lengths*
- *use with any standard track*

2.29

Want to send your train swooping around curves? This fascinating flexible track can be set up straight or curved. You can't have too many feet of track to send your train racing over so add this by winding this extra track around furniture, through intricate S curves and all over the room. Measures 87½ inches long. Order today!
35J 5240. Shipping weight 3 lbs. **2.29**

100-Watt Transformer

- *use with trains above*
- *built-in circuit breaker*

Every train set needs a transformer for remote control operation. Green light shines when current is on; red light goes on if something is wrong. 110-120 volts, 60 cycle, AC only.
35J 5231. (5 lbs.) **9.29**

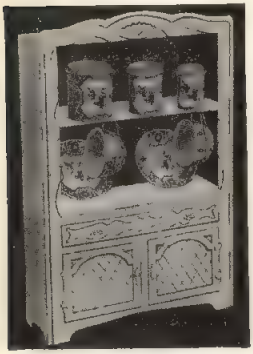
Station and Railroad Accessory Set!

- *colorful, realistic scenery*
- *makes playing train more fun!*

1.89

Miniature countryside for your train to run through! Go zipping off through tunnels, past lakes and trees, through cities with factories and buildings. Each section 20x10½ in. 2 no-parking signs, 2 delivery trucks, 20 freight packages. Large 2-in-1 passenger and freight station. 3 billboards, bridge, signal tower.
35J 5250. Shpg. wt. 3 lbs. 14 oz. **1.89**

CUPBOARD
Wolverine



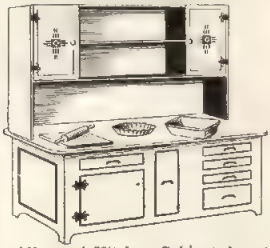
Brightly lithographed shelves reveal 3 attractive canisters with removable lids, 2 cups and saucers. Colors on canisters, cups and saucers are delft blue and white, Dutch design Height 15 inches, width 9⅝ inches.

Weight per shipping carton, 31 lbs.
1 in a box.
1 dozen in shipping carton.

W187A—Per doz. **$24.00**

Suggested retail price $1.50 each.

KITCHEN CABINET



All metal Kitchen Cabinet, beautifully lithographed. Top slips off to make sturdy table. Doors swing open to reveal shelves laden with miniature packages of well known household items. 4 utensils. Cream with red trim. 14 inches high.

Weight, per shipping carton, 30 lbs.
⅔ dozen in shipping carton or open stock.

W179—Per doz. **$28.80**

Suggested retail prices $2.00 each.

KITCHEN CABINET
Wolverine

Brightly lithographed heavy metal. Top slides off to make sturdy table. Doors swing open to reveal shelves with miniature packages Contains water pitcher with four glasses, bread board, rolling pin, aluminum muffin tin, glass bowl and egg beater. 20⅛ inches high, 17¼ inches long, 10½ inches deep.

Weight per shipping carton, 9 lbs.
1 in shipping carton.

W185-2—Per doz. **$68.00**

Suggested retail price $3.85 each.

TOY ELECTRIC RANGE

Size 15x12¾x7¾ inches. Four Individual, 3-inch porcelain plate heating units. Three heating units in top burner plate—each fully enclosed, confining the heat to the individual burner. Polished metal covers. The separate oven element is mounted beneath the oven for more effective baking. Heavy, welded steel construction. One piece top and back. Beautifully enameled in white with black trimmings. The red "signal" light glows brilliantly when range is connected. A real saftey signal that can be seen from a distance when the range is in operation. Supplied with five utensils. Permantely attached Underwriters' listed cord set.

Weight per shipping carton, 37 lbs.
Individually boxed.
4 in a shipping carton.

1F240—Per doz. **$120.00**

Suggested retail price $7.50 each.

PLAY STOVE
Marx

7½ inches high, 8 inches across front of stove, 4¾ inches deep. Modernly designed Stove, constructed of steel with a hard baked enamel finish. Has dummy embossed burners and is designed after latest cabinet type Ranges. Stove furnished with two utensils.

Weight per shipping carton, 46½ lbs.
1 in a box.
2 dozen in shipping carton.

CK16—Per doz..... **$14.30**

Suggested retail price $0.89 each.

TOY ELECTRIC RANGE

Make Believe

Size 12½x11x5¾ inches. Actually cooks and bakes. Fully equipped. Toy double boiler and four added utensils—accurate heat indicator in oven door—play switches. Electrically welded, steel construction. Highly polished burner plate with four quick heat burners. Oven has heating element mounted beneath oven for more efficient baking. Attractive, sprayed-on, white enamel finish. Black handles and trim. Underwriters' listed cord set attached.

Weight per shipping carton 31½ lbs.
Individually boxed.
6 in shipping carton.

1F228—Per doz.... **$77.50**

Suggested retail price $4 95.

PLAY STOVES

Make Believe

Size 10¾x10x5⅜ inches. Equipped with four utensile; two play switches; clock dial on panel; large oven with door. Sturdily built of steel and electrically welded. Beautiful finish—white enamel with red and black trim. An attractive play model—and, just the right size for sand box play. **Weight per shipping carton, 19 lbs.**

Individually boxed.
6 in shipping carton.

1F167—Per doz.... **$24.00**

Suggested retail price $1.50 each.

LARGE PLAY STOVE

Make Believe

Size 15x12¾x7¾ inches. An outstanding non-electric stove. Strong, welded steel construction. One piece top and back. Equipped with deep well cooker and five extra utensils; four movable play switches; clock dial. Large size oven. New attractive oven door handle. Beautiful white finish, sprayed on enamel. Black switches and handles. Red switch panels and trim.

Weight per shipping carton, 26 lbs.
Individually boxed.
4 in shipping carton.

1F182—Per doz..... **$47.50**

Suggested retail price $3.00 each.

MINIATURE ELECTRIC RANGE

Little Chef

Scientifically designed to cook and bake accurately. Its many features include: new safety aluminum top with enclosed element; separate oven element; separate warming oven; real switches and oven thermometer; fully insulated. Made of heavy gauge steel, welded and riveted. Beautiful white baked enamel finish. Inside rust-proofed. Comes with heavy asbestos appliance cord. Range size 13x10½x7 inches.

Weight, per shipping carton 42½ lbs.
Individually boxed.
½ dozen in shipping carton.

1N947—Dozen.. **$160.00**

Suggested retail price $10.00 each.

TOY RANGES

Little Chef

DeLuxe Electric Range. Enclosed aluminum top and large oven; one element heating both top and oven; plastic switch knobs. Range fully insulated. Heavy asbestos insulated cord. Gleaming white baked enamel finish with red lettered knobs and decorations. Size 11x9x5½ inches.

Weight per shipping carton, — lbs.
Individually boxed.
12 in a shipping carton.

1N847—Per doz... **$92.00**

Suggested retail price $6.00 each.

PLAY STOVE

Made entirely of heavy gauge metal with richly embossed detail. Hinged door opens into heating compartment. Includes 4 perfectly proportioned utensils. Stove is 11 inches long; 11⅞ inches high; 6 inches wide

Weight, per shipping carton 38 lbs.
Individually boxed.
1 dozen in shipping carton.

W189—Per dozen **$27.90**

Suggested retail price $1.75 each.

PLAY STOVE

Marx

11 inches long, 11¼ inches high, 6¼ inches deep (not including handle.) Constructed of steel in attractive hard, baked, gleaming enamel finish with contrasting handles. Has embossed dummy burners, dummy on back panel of stove. Has two drop panel doors with spacious interior. An assortent of 6 utensils are furnished.

Weight per shipping carton, 23½ lbs.
1 in a box.
½ dozen in shipping carton.

CK29—Per dozen.. **$35.20**

Suggested retail price $2.25 each.

WE DON'T KNOW WHY YOU'D WANT TO DO THIS..

BUT— IF YOU EVER DO GET THE URGE TO STOMP OR STAND ON 'EM,

STAFFORD

DIESELS AND STREAMLINERS

CAN REALLY TAKE IT!

HUSKY DIESEL
No. 2050
Suggested Price 98c

STREAMLINER WITH GONDOLA AND CABOOSE
No. 1020
Suggested Price 98c

NO RIVETS NO TABS

SPECIFICATIONS

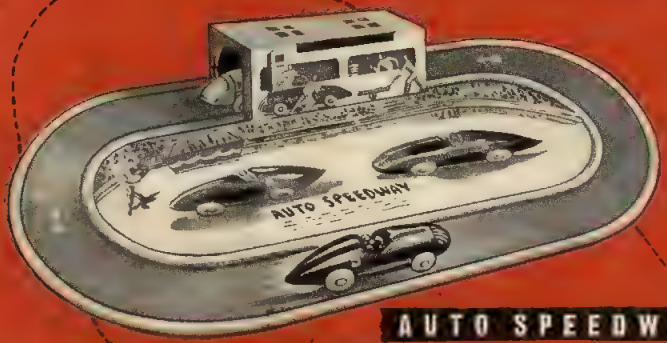
	Length	Width	Height
No. 2050			
Husky Diesel	18"	3 3/8"	3 1/8"
No. 1020			
3-Car Train	25"	1 1/2"	2"
Streamliner	12 1/2"	1 1/2"	2"
Gondola	6 1/2"	1 1/2"	2"
Caboose	6"	1 1/2"	2"

	Shipping Unit	Shipping Weight
No. 2050	2 Dozen	38 Lbs.
No. 1020	2 Dozen	38 Lbs.

THE MECHANICAL TOY HOUSE

GIVE 'EM ACTION

Be sure to see the fastest growing line of mechanical toys in America



AUTO SPEEDWAY

No. 200

Thrills and spills to delight every child. Action packed auto racing toy. Full color lithographed all metal sturdy construction. Cars have powerful precision clock-like wind-up motors to give long durable service. One car races around speedway and when reaching tunnel, device automatically releases second car which races around to release first car, etc. Attractively boxed

AUTO SPEEDWAY, JR.

No. 150

A grand little racing game. Beautifully lithographed on sturdy, all metal construction. Has powerful precision clock-like wind up motor. Car races around and stops at number which is scored. Highest score in five tries is the winner. Colorfully boxed.

THE MECHANICAL TOY HOUSE

New York Showroom

AUTOMATIC

--THEY SELL FAST!

Clock Work Motors
Precision Built

SILVER EAGLE AIRPLANE

No. 100

Gleaming aluminum. Sleek, graceful lines. Powered by a strong spring motor. Rides smoothly on large, easy-moving wheels. Wing spread 13" and 10" cabin. Sturdily built of heavy gauge aluminum.

SKI HOOP

No. 90

A game of skill for children and adults. Action-scoring and full of thrilling play value. Sturdy, all-metal construction. Attractively boxed.

HELICOPTER FLYING TOP

No. 50

A colorful whirlwind of an action toy. Flies high, descends gracefully and continues to spin like a top when it lands. Durable, all-metal construction. Packed in colorful display box.

THE MECHANICAL TOY HOUSE

TOY COMPANY

Phone
Gibraltar

E.CO CRU SETTE 35'

Presenting the brilliant

1947 Elco FLEET

featuring

five great new models from 27 to 62 feet . . .
flashing speeds . . . new streamlined beauty . . .
sensational performance . . . luxurious comfort!

The revolutionary advancements featured in the 1947 Elco cruisers and motor yachts have been developed during more than 200,000 miles of speed and performance trials on the famed Elco PTs.

PT—proven 8 Times 'round the World

The Finest Fleet Afloat

They're all new from keel to masthead—these five brilliant Elco boats for 1947. And they feature revolutionary PT-proven advancements never offered before on any pleasure craft.

You'll thrill to the flashing speed and dazzling performance now made possible by the easy riding new *Elcaplane* underbody. You'll be amazed at how vibration-free a boat can be with the remarkable new Elco Transfer-Drive that places engines in the stern, away from living quarters.

You'll hail the new Elco galley-on-deck that "frees the galley slave" to prepare meals up on deck with the party. And you'll admire the streamlined beauty and enjoy the seagoing comforts of an Elco "Home Afloat."

But that's not all! You'll be proud to own a boat that shows such expert craftsmanship, such skilled joiner work, such careful fitting out. Every Elco is a masterpiece of the boatbuilding art, richly finished in every detail.

Literature is now available on each of these five great 1947 Elco craft. Each brochure gives complete data, plan views and illustrations of the interiors. Simply write to Elco Yacht Division, Electric Boat Company, Bayonne, New Jersey.

Elco 27

SPORT CRUISER

Years ahead of any other boat her size! She offers the speed of a runabout, with the comforts of a cruiser. Speed 22-24 m p h. Sleeps four. Complete with all the PT-proven Elco advancements. An illustrated folder will be sent on request.

Elco 35

CRUISETTE

Speed 21-26 m p h. Big enough for the whole family. Sleeps six. Complete lavatory. Convenient, fully equipped galley-on-deck. Spacious cabins with full headroom. Ample locker space. Roomy cockpit for fishing or lounging. The Elco 35 is fast, seaworthy and beautiful. Write for folder.

Elco 40

EXPRESS CRUISER

A brilliant boat, able to cruise anywhere! Speed 24-26 m.p.h. Sleeps six with the comforts of a "home afloat". Two cabins. Two complete lavatories, one with shower. Roomy deck house with galley-on-deck. Large cockpit. Send for the illustrated folder that describes this great boat.

Elco 47

DELUXE CRUISER

A magnificent big cruiser, superbly appointed for comfortable living. Speed 20-22 m.p.h. Sleeps six to seven. Two cabins and spacious deck house. Two lavatories, one with shower. Large galley. Roomy cockpit. Write for folder.

Elco 62

MOTOR YACHT

A luxurious motor yacht with deluxe accommodations for seven in owner's party, two crew. Flying bridge. Gasoline or Diesel engines. Speed 15-19 m.p.h. Beautifully finished throughout, with unusual attention to upholstery, furnishings and all interior fittings. Staunchly built and seaworthy for "blue water" cruising. Write for illustrated folder.

Models of the new Elco boats are tank tested by Elco engineers at Stevens Institute to measure factors of speed and performance which determine hull lines.

Above: Two of the modern assembly lines at the Elco plant. These are 27 foot Sport Cruisers

Below: New Elcoplane waterbodies have two layers of African mahogany laid diagonally with specially treated waterproofed cloth in between.

How Elco can offer more boat for your money

In this big, modern plant—finest in the boating industry—the brilliant new 1947 Elco pleasure craft are built. Here production lines that once turned out the world-famed Elco PTs at the amazing rate of one every 60 hours, now send forth new PT-proven Elco cruisers and motor yachts for peacetime fun and relaxation.

Many entirely new boat building techniques, developed by Elco for its PT building program, are being used today to bring you boats incorporating the finest craftsmanship and skill with the economies of mass production. As a result, each new 1947 Elco offers you more value, *more boat for your money.*

BUILDERS OF THE FAMOUS ELCO PT

Navy records show that Elco built more PT boats for U. S. and Allied Governments than all other American boatbuilders combined.

Elco CRUISERS AND MOTOR YACHTS

Elco Yacht Division • ELECTRIC BOAT COMPANY
Bayonne, New Jersey

WRITE FOR LITERATURE AND THE NAME OF YOUR NEAREST AUTHORIZED ELCO DEALER

HEMATITE INTAGLIO

Fine quality genuine hand carved Hematite intaglio, bezel set. Attractive mounting of 10K yellow gold. Raised side ornaments of engraved and embossed design.

804RL2050.....$31.00

GENUINE ZIRCON

Classic design, richly milgrained, 10K yellow gold mounting with white gold top. Choice of fine genuine blue or white Zircon with diamond-like brilliance

805RL1550 Blue Zircon.... $23.50
806RL1550 White Zircon.... $23.50

SYNTHETIC RUBY

Gracefully designed ring of 10K yellow gold fashioned in the modern manner. Large cabochon shaped synthetic Ruby, highly polished in a deep red hue.

807RL2100..... $31.50

MASONIC RING

Large heavy weight ring, choice of Masonic, as illustrated, or 32nd degree emblems. 10K yellow gold with raised emblems in white gold. Hand carved and deeply embossed

808RL1400 Masonic.. ....$21.50
809RL1700 Consistory.... $25.50

INITIAL RING

Highly polished large cushion shaped genuine Black Onyx top. Substantial weight 10K yellow gold ring with paneled sides. Any initial or national lodge emblem.

810RL1600.....$24.00

TIGER EYE CAMEO

Genuine hand carved Tiger Eye Cameo, cushion-shaped. Choice of double head, as illustrated, or single head. Deeply grooved mounting of 10K yellow gold.

811RL1950 D.H Cameo .. $29.50
812RL1800 S.H. Cameo....$27.00

TWO DIAMONDS

Two fine quality Diamonds, total weight 8/100, set in raised bezels 10K yellow gold mounting of modern design. Choice of synthetic Ruby or synthetic Sapphire

813RL2350 Ruby..... $80.00
814RL2350 Sapphire.....$80.00

DIAMOND AND ONYX

Fine quality 8/100 Diamond set in raised white gold bezel on genuine Black Onyx. Deeply carved and embossed step design mounting in 10K yellow gold.

815RL3400.....$81.50

HEMATITE INTAGLIO

Fine quality, genuine, hand carved, octagon shaped Hematite intaglio, bezel set. Attractively designed modern mounting fashioned in 10K yellow gold.

816RL2175.. . . ....$32.75

RUBY OR ZIRCON

Faceted synthetic Ruby or synthetic Zircon in this 10K yellow gold mounting of substantial weight, deeply embossed and hand milgrained in the newest design.

817RL2100 Ruby..... $31.50
818RL2100 Zircon.. ....$31.50

DIAMOND AND ONYX

Modern step design 10K yellow gold mounting with initial or lodge emblem. Genuine Black Onyx with 2/100 fine quality Diamond in raised white gold bezel

819RL2650.....$42.75

SYNTHETIC RUBY

Massive 10K yellow gold mounting, richly carved. Deeply embossed side ornaments. Large faceted synthetic Ruby of deep red color, set in octagon shaped bezel.

820RL2175.....$32.75

TIGER EYE CAMEO

Genuine, hand carved, double head Tiger Eye Cameo. Two fine quality Diamonds set in white gold bezels. Heavy weight 10K yellow gold mounting, with or without Diamonds.

821RL1950 No Dias. $29.50
822RL3875 With Dias..... $58.50

Gold Medal Rings

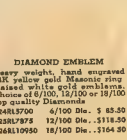
FOR MEN

Illustrations are enlarged to glorify details of design

DIAMOND MASONIC

Synthetic Ruby with yellow gold encrusted Masonic emblem. Two fine quality Diamonds, total weight 4/100, set in raised white gold bezels. Massive 10K yellow gold ring.

823RL4500..... .. ...$67.50



DIAMOND EMBLEM

Heavy weight, hand engraved 14K yellow gold Masonic ring. Raised white gold emblems. Choice of 6/100, 12/100 or 18/100 top quality Diamonds

824RL5700 6/100 Dia. $ 85.50
825RL7875 12/100 Dia. ..$118.50
826RL10950 18/100 Dia. ..$164.50

A Proud lines in a masculine-looking mirror-finish 14-K. yellow gold case . . . clear raised crystal for easy reading . . . 17 Jewel Hampden shock-resistant* movement. Designed in restrained good taste, made of fine materials by skilled craftsmen.
4828H4760.....Suggested Retail: $100.00
Same watch as above, in 10-K. yellow gold filled case.
4829H3000.....Suggested Retail: $57.50

B Sleek Sheik, our circle watch with the distinctive coin edge case of 14-K. yellow gold. Gleaming raised crystal for greatest protection, easiest reading . . . 17 Jewel shock-resistant* Hampden movement, guaranteed to give long, accurate service. Popular gift selection, and a favorite with men because of its handsomeness and sturdy construction.
4830H4760.....Suggested Retail: $100.00

C Tycoon, a fabulous curved model. Mirror-finish 14-K. rose gold case, sophisticated as champagne, yet equipped with the 17 Jewel Hampden movement that means faithful service and constant accuracy. Tops for a rising young executive.
4831H4340.....Suggested Retail: $90.00

D Gleaming 10-K. yellow gold filled case with a matching expansion bracelet, comfortable and eye-catching. The 17 Jewel Hampden shock-resistant* movement assures accuracy and long service, the modern design has a trim simplicity
4832H3430.....Suggested Retail: $65.00

E Superbly designed rectangular 10-K. yellow gold filled case . . . a watch of great dignity and conservatism. 17 Jewel shock-resistant* Hampden movement for years of dependable accuracy. It will be a valued possession, worn with pleasure
4833H3000.....Suggested Retail: $57.50

F Modern massiveness expressed in a stunning square case of 10-K. yellow rolled gold plate . . . smart matching 10-K. yellow gold filled basket weave bracelet. 17 Jewel Hampden movement with long sweep second hand, lastingly accurate
4634H2935.....Suggested Retail: $57.50

G Streamlined styling in a mirror-finish 10-K. yellow rolled gold plate case . . . shining raised crystal . . . 17 Jewel shock-resistant* Hampden movement. Basic purity of line gives this watch a dressy appearance that will never go out of fashion
4835H2660.....Suggested Retail: $50.00

H Vital-looking 10-K. yellow rolled gold plate case . . . rugged non-corrosive steel back . . . protective raised crystal over an easy-to-read face. Faithful accurate service is assured by the 17 Jewel Hampden movement.
4836H2310.....Suggested Retail: $45.00

I Success . . . gleaming 10-K. yellow rolled gold plate case . . . fine non-corrosive steel back . . . matching 10-K. gold filled link bracelet in a good-looking open design. Accurate 17 Jewel Hampden movement for years of dependable service
4837H2625.....Suggested Retail: $50.00

J Functional stainless steel case in a water-repellent, shock-resistant*, 17 Jewel Hampden watch with long sweep second hand and luminous figures and hands. Matching stainless steel expansion bracelet. Clean-cut lines, caveman strength.
4838H3010.....Suggested Retail: $57.50

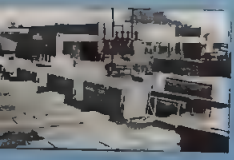
K Classic pocket watch, extra thin for minimum weight and bulk. Luxurious 14-K. yellow gold case in a beautifully simple round design. 17 Jewel Hampden movement . . . guaranteed accurate, dependable for long, unfailing service.
4839H5565.....Suggested Retail: $115.00
Same watch as above, in 10-K. yellow gold filled case
4840H2690.....Suggested Retail: $50.00

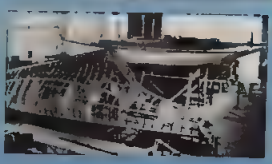
*Guaranteed to conform with specifications issued by the Federal Trade Commission. Printed guarantee and specifications covering this watch enclosed with each purchase.

OWENS — *Largest Producer of Pleasure Cruisers . . .*

Four Great Boats for '47

Bird's-eye view of an Owens plant . . . builder's-eye views of Owens boats in course of construction! We're moving full speed ahead to bring you the craft you want!





See the great new

OWENS FLAGSHIPS

AT THE NATIONAL BOAT SHOW NEW YORK, N. Y. • JANUARY 10, 1947 • GRAND CENTRAL PALACE

WE DON'T KNOW WHY YOU'D WANT TO DO THIS...

BUT— DO GET THE

IF YOU EVER URGE TO STOMP OR STAND ON 'EM,

STAFFORD

DIESELS AND STREAMLINERS

CAN REALLY TAKE IT!

HUSKY DIESEL
No. 2050
Suggested Price 98c

STREAMLINER WITH GONDOLA AND CABOOSE
No. 1020
Suggested Price 98c

NO RIVETS NO TABS

SPECIFICATIONS

	Length	Width	Height
No. 2050			
Husky Diesel	18″	3⅜″	3⅛″
No. 1020			
3-Car Train	25″	1½″	2″
Streamliner	12½″	1½″	2″
Gondola	6½″	1½″	2″
Caboose	6″	1½″	2″

	Shipping Unit	Shipping Weight
No. 2050	2 Dozen	38 Lbs.
No. 1020	2 Dozen	38 Lbs.

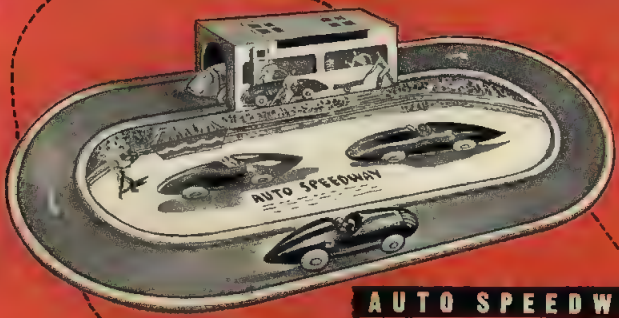
STAFFORD CORPORATION

1806 E. ATWATER
CA 7970
DETROIT 7, MICH.

THE MECHANICAL TOY HOUSE

GIVE 'EM ACTION

Be sure to see the fastest growing line of mechanical toys in America



AUTO SPEEDWAY

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Thrills and spills to delight every child. Action packed auto racing toy. Full color lithographed all-metal sturdy construction. Cars have powerful precision clock-like wind-up motors to give long, durable service. One car races around speedway and when reaching tunnel, device automatically releases second car which races around to release first car, etc. Attractively boxed.

AUTO SPEEDWAY, JR.

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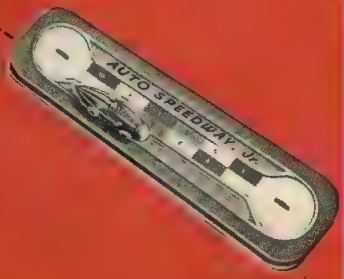


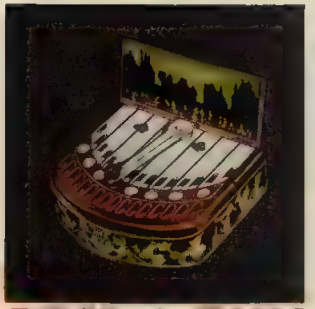
THE MECHANICAL TOY HOUSE

Phone
Gibraltar
2-4900

AUTOMATIC

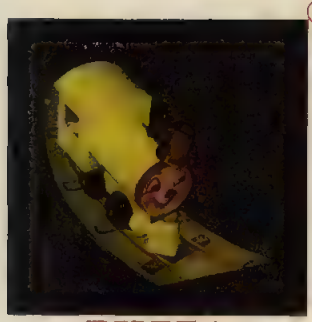
77 ALASKA STREET

magic words for more profits



RING-A-TOON

the remarkable, electrical, musical toy — works on standard battery cell ! Has an octave of true pitch, true tone notes that are astounding in their fidelity. It's safe — absolutely safe — for tiny tots.
Sturdy, metal case, lithographed in gorgeous eye-catching color — illustrated by the nationally famous artist Vernon Grant. This amazing toy provides musical pre-education for children — they learn difference in notes,— how to go from one note to another, and how to play real tunes
8 extra easy-to-follow new simplified sound track of very popular tunes go with Ring-A-Toon!



BUZZA

the electric choo-choo

It's the new — completely new — 1947 Buzza — new better than ever! Has a sturdy, staple, non-warp steel track that takes extra rough handling!
Buzza goes backwards and forward — is easy to operate A touch of the new easy switch sends it on its way
And it's longer and smoother running than ever — has a new improved more powerful motor!
Remember! The new Buzza requires no wiring, no winding Just put it on the track, push the switch, away it goes! It's the perfect *electric engine toy for younger children!*

2 TOT TESTED TOY TRIUMPHS

Both "Buzza" and "Ring-A-Toon" are "checkout' promotional numbers Buyers everywhere report them the "hottest' items in toys today Contact your distributor — or write directly for complete information.

JARVIS-SMITH
200 Fifth Avenue
New York 10, N. Y
LEE SHERMAN
215 West 9th Street
Los Angeles, California

DISTRIBUTED BY:
WELCOME G. YOUNG & SON
99 Chauncey Street
Boston, Mass
JAMES R. MELTON
San Angelo, Texas

THE TOY MARKET
1417 Merchandise Mart
Chicago Illinois
ATLANTA TOY MART
175 Peachtree St. N. E
Atlanta, Georgia

270 MADISON AVENUE **TOT TESTED TOYS, LTD.** NEW YORK 16, N. Y.

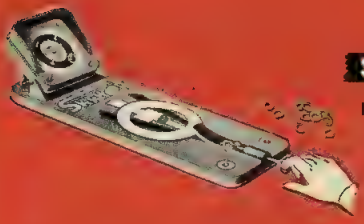
--THEY SELL FAST!

Clock Work Motors
Precision Built

SILVER EAGLE AIRPLANE

No. 100

Gleaming aluminum. Sleek, graceful lines. Powered by a strong spring motor. Rides smoothly on large, easy-moving wheels. Wing spread 13" and 10" cabin. Sturdily built of heavy gauge aluminum.



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No. 50

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THE MECHANICAL TOY HOUSE

TOY COMPANY

STATEN ISLAND 10, N. Y.

Phone
Gibraltar
2-4900

FLYING MODEL AIRPLANE KITS

MOSQUITO GLIDER

Simple glider, easy to build and one youngsters demand. All balsa, features automatic wing jig, tapered fuselage, die cut tail assembly, step-by-step illustrations and clay for balancing.

Weight per dozen boxes, 4¾ pounds.
1 in a box.
Open Stock.

1UG3—Per dozen..... **$2.16**
Suggested retail price $0.15 each.

Invader

Glider complete with cut-out fuselage parts, wing ribs, wing tips and with covering printed in colors.

Weight per shipping carton, 27 lbs.
5 dozen in shipping craton or open stock.

1UG4—Per dozen **$1.44**
Suggested retail price $0.10 each

SKYLARK GLIDER

A tow-line model of balsa with shaped parts, cement and colored dope.

Weight per dozen boxes, 4¾ pounds.
1 in a box.

1UG5—Per dozen..... **$7.20**
Suggested retail price $0.50 each.

ARMY INTERCEPTOR GLIDER

Airplane Kit. Made of plywood. An amazing fast climbing Plane rises vertically — snaps into action and cruises for more than one-half mile. Wing spread 19 inches. Length 12 inches. Complete with parts and instructions.

Weight per shipping cart., 26 lbs.
1 in a box.
12 dozen in shipping carton or open stock.

4HI—Per dozen **$7.90**
Suggested retail price $0.50 each.

"AMERICOBRA" GLIDER

The "Americobra" is a new glider model of the latest type U. S. fighter plane. Wing is adjustable for loops, circles, or long distance glides. Will do 90 different stunts. All flying surfaces mounted in slots for quick assembly. 12¼ inch cambered wing, with correct dihedral for uniform stable flights. Gliding ratio, 12 to 1. Authentic U. S. Army markings in two colors.

Weight per shipping carton, 56 lbs.
4 dozen in box (No less sold)
12 gross in shipping carton.

4HA—Per dozen **$1.56**
Suggested retail price $0.10 each.

SPOTTER MODEL KITS
Solids
Strombecker

U. S. Navy Scout Bomber. Dimensions when assembled: Wingspread 5⅜ inches; Length 4½ inches. Made of Western Pine. Packed in folding box 9x8x1¾ inches

Weight per dozen, 2½ pounds.
Open Stock.

4GS25—Per dozen.... **$4.00**

Suggested retail price $0.25 each.

U. S. Army Pursuit Interceptor. Dimensions when assembled: Wingspread 6⅞ inches; Length 5⅜ inches. Made of Western Pine. Packed in folding box 9x3x1⅜ inches.

Weight per dozen, 2½ pounds.
Open stock.

4GS26—Per dozen... **$4.00**

Suggested retail price $0.25 each.

U. S. Army Medium Bomber. Dimensions when assembled: Wingspread 10⅛ inches; Length 9¾ inches. Made of Western Pine. Packed in full telescope box 12x3¾x1½ inches

Weight per dozen, 6 lbs.
Open stock.

4GS50—Per dozen... **$9.90**

Suggested retail price $0.65 each.

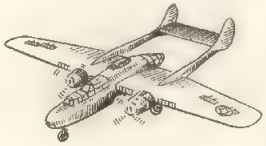
SPOTTER MODEL KITS
Solids
Strombecker

Consolidated model 28 (Navy PBY) Trans-Atlantic Flying Boat. Scale 1/10-in.—1 ft. All parts cut to shape, necessary instructions, glue and sandpaper to make a perfect model. Wingspread 10 inches.

Weight per dozen, 3½ pounds.
Open Stock.

4GC8 -Per dozen . . **$6.30**

Suggested retail price $0.39 each.

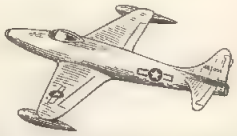


Northrop Aircrafts' Black Widow Night Fighter. Largest and most powerful pursuit plane in the skies. Scale 1/8-in.—1 ft. Contains all necessary shaped parts, instructions, glue and sandpaper for assembly. Wingspread 11 inches.

Weight per dozen, 6 pounds.
Open stock.

4GC33—Per dozen **$16.00**

Suggested retail price $1.00 each.



P80 Lockheed Shooting Star Speed King of the Air. Scale 1/8-in.—1 ft. Contains all necessary shaped parts, instructions, glue and sandpaper for assembly. Wingspread 10 inches.

Weight per dozen, 3 pounds.
Open Stock.

4GC32—Per dozen.. **$8.00**

Suggested retail price $0.50 each.

SPOTTER MODEL KITS
Solids
Strombecker

Pan American Airways' Super clipper. For Trans-oceanic service. Scale 9/128-inch—1 ft. This box contains all necessary shaped parts, instructions, glue and sandpaper for assembling your own authentic scale model. Wingspread 11½ inches.

Weight per dozen, 3½ pounds.
Open Stock.

4GC6—Per dozen.... **$6.30**

Suggested retail price $0.39 each.

SOLID MODEL KITS
Strombecker

Piper Cub Super Sea Scout. Made of Western Pine. All necessary shaped parts, instructions, glue and sandpaper for assembling solid model. In addition, includes metal propeller and super detail decals. Wingspread 8¾ inches.

Weight. per shipping carton 15 lbs.
6 dozen in shipping carton or
Open Stock.

4GC37—Per doz..... **$8.00**

Suggested retail price $0.50 each.

Strombecker

Piper Cub Super Cruiser. Made of Western Pine. All necessary shaped parts, instructions, glue and sandpaper for assembling solid model. In addition, includes metal propeller and super detail decals. Wingspread 9 inches.

Weight. per shipping carton 14 lbs.
6 dozen in shipping carton or
Open Stock.

4GC34—Per doz..... **$8.00**

Suggested retail price 0.50 each.

AIRPLANE KITS

Maircraft

Solid Models. Decals are included. All parts are cut to outline shape, wings are tapered Full size, accurate ¼ inch scale plans with detailed information make the models an easy job to build.

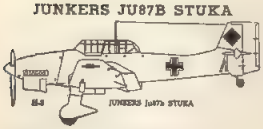
Wing Span up to 10½ inches.

RUSSIAN 1L-2 STORMOVIK

Weight per dozen, 3½ pounds.
1 in a box.
Open Stock.

8SH1—Per dozen.... **$7.20**
Suggested retail price $0.50 each.

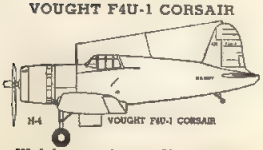
JUNKERS JU87B STUKA



Weight per dozen, 3½ pounds.
1 in a box.
Open Stock.

8SH3—Per dozen..... **$7.20**
Suggested retail price $0.50 each

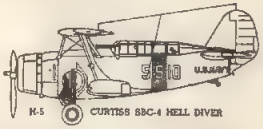
VOUGHT F4U-1 CORSAIR



Weight per dozen, 3½ pounds.
1 in a box.
Open Stock.

8SH4—Per dozen..... **$7.20**
Suggested retail price $0.50 each.

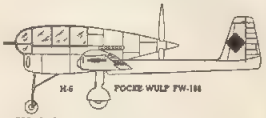
CURTISS SBC-4 HELL DIVER



Weight per dozen, 3½ pounds.
1 in a box.
Open Stock.

8SH5—Per dozen..... **$7.20**
Suggested retail price $0.50 each.

FOCKE-WULF FW-198



Weight per dozen, 3½ pounds.
1 in a box.
Open Stock.

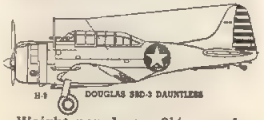
8SH6—Per dozen..... **$7.20**
Suggested retail price $0.50 each.

CURTISS P40F WARHAWK

Weight per dozen, 3½ pounds.
1 in a box.
Open Stock.

8SH7—Per dozen..... **$7.20**
Suggested retail price $0.50 each.

DOUGLAS SBD-3 DAUNTLESS



Weight per dozen, 3½ pounds.
1 in a box.
Open Stock.

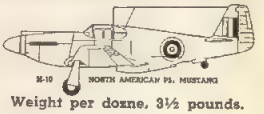
8SH8—Per dozen..... **$7.20**
Suggested retail price $0.50 each.

HAWKER 1-B TYPHOON

Weight per dozen, 3½ pounds.
1 in a box.
Open Stock.

8SH9—Per dozen..... **$7.20**
Suggested retail price $0.50 each.

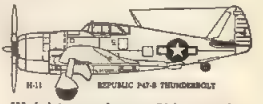
NORTH AMERICAN P51 MUSTANG



Weight per dozne, 3½ pounds.
1 in a box.
Open Stock.

8SH10—Per dozen... **$7.20**
Suggested retail price $0.50 each.

REPUBLIC P47-B THUNDERBOLT



Weight per dozen, 3½ pounds.
1 in a box.
Open Stock.

8SH11—Per dozen.... **$7.20**
Suggested retail price $0.50 each.

GLOBE SWIFT

Weight per dozen, 6 lbs.
1 in a box.
Open Stock.

8SH12—Per dozen.... **$7.20**
Suggested retail price $0.50 each.

AIRPLANE KITS

Maircraft

Solid Models These modern "Trailblazers" are either famous since shortly before this war or have become known since it began. They are the smaller fighters among the world's best planes. In each kit are building instructions and detailed 3-view drawings. All parts are stamped or cut to outline shape. Wing span up to 7 inches.

BELL AIRACOBRA

Weight per dozen, 2 pounds.
1 in a box.
Open stock.

8SS1—Per dozen..... **$3.60**
Suggested retail price $0.25 each.

PIPER CUB TRAINER

Weight per dozen, 3 lbs.
Open Stock.
1 in a box.

8SS2—Per dozen..... **$3.60**
Suggested retail price $0.25 each.

MESSERSCHMITT 109

Weight per dozen, 2 pounds.
1 in a box.
Open Stock.

8SS3—Per dozen..... **$3.60**
Suggested retail price $0.25 each.

GRUMMAN WILDCAT

Weight per dozen, 2 pounds.
1 in a box.
Open Stock.

8SS4—Per dozen..... **$3.60**
Suggested retail price $0.25 each.

TAYLORCRAFT

Weight per dozen, 3 lbs.
1 in a box.
Open Stock.

8SS5—Per dozen..... **$3.60**
Suggested retail price $0.25 each.

HEINKEL FIGHTER

Weight per dozen, 2 pounds.
1 in a box.
Open stock.

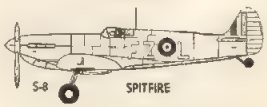
8SS6—Per dozen. ... **$3.60**
Suggested retail price $0.25 each.

ERCO ERCOUPE

Weight per dozen, 3 lbs.
1 in a box
Open Stock

8SS7—Per dozen..... **$3.60**
Suggested retail price $0.25 each.

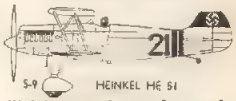
SPITFIRE



Weight per dozen, 2 pounds.
1 in a box.
Open stock.

8SS8—Per dozen..... **$3.60**
Suggested retail price $0.25 each.

HEINKEL HE-51



Weight per dozen, 2 pounds.
1 in a box.
Open stock.

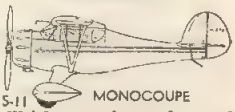
8SS9—Per dozen. **$3.60**
Suggested retail price $0.25 each.

FW-190 FOCKE-WULF

Weight per dozen, 2 pounds.
1 in a box.
Open stock.

8SS10—Per dozen.... **$3.60**
Suggested retail price $0,25 each.

MONOCOUPE



Weight per dozen, 2 pounds.
1 in a box.
Open stock.

8SS11—Per dozen.... **$3.60**
Suggested retail price $0.25 each.

RUSSIAN MOSCA

Weight per dozen, 2 pounds.
1 in a box.
Open stock.

8SS12—Per dozen.... **$3.60**
Suggested retail price $0 25 each.

AIRPLANE KITS

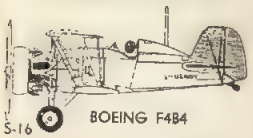
Maircraft

HAWK P6E

Weight per dozen, 2 pounds.
1 in a box.
Open stock.

8SS15—Per dozen.... **$3.60**
Suggested retail price $0.25 each.

BOEING F4B4



Weight per dozen, 2 pounds.
1 in a box.
Open stock.

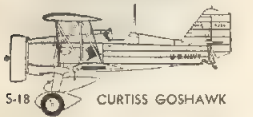
8SS16—Per dozen.... **$3.60**
Suggested retail price $0.25 each.

BELLANCA CRUISAIR

Weight per dozen, 3 lbs.
1 in a box.
Open Stock.

8SS17—Per dozen.... **$3.60**
Suggested retail price $0.25 each.

CURTISS GOSHAWK



Weight per dozen, 2 pounds.
1 in a box.
Open stock.

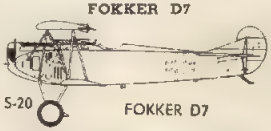
8SS18—Per dozen.... **$3.60**
Suggested retail price $0.25 each.

SPAD 13

Weight per dozen, 2 pounds.
1 in a box.
Open stock.

8SS19—Per dozen.... **$3.60**
Suggested retail price $0.25 each.

FOKKER D7



Weight per dozen, 2 pounds.
1 in a box.
Open stock.

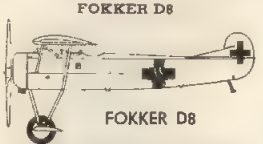
8SS20—Per dozen.... **$3.60**
Suggested retail price $0.25 each.

SOPWITH CAMEL

Weight per dozen, 2 pounds.
1 in a box.
Open stock.

8SS21—Per dozen.... **$3.60**
Suggested retail price $0 25 each.

FOKKER D8



Weight per dozen, 2 pounds.
1 in a box.
Open stock.

8SS22—Per dozen.... **$3.60**
Suggested retail price $0.25 each.

NIEUPORT 17

Weight per dozen, 2 pounds.
1 in a box.
Open stock.

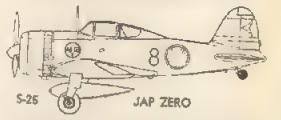
8SS23—Per dozen.... **$3.60**
Suggested retail price $0.25 each.

SE 5 PURSUIT

Weight per dozen, 2 pounds.
1 in a box.
Open stock.

8SS24—Per dozen.... **$3.60**
Suggested retail price $0.25 each.

JAP ZERO



Weight per dozen, 2 pounds.
1 in a box.
Open stock.

8SS25—Per dozen.... **$3.60**
Suggested retail price $0.25 each.

MAIRCRAFT AIRPLANE KITS

These "Light-Heavyweight' kits have everything model builders have always wanted. All balsa, solid models. Practically all parts are shaped four ways. Full detailed 3-view plans include full building instructions. Decal insignia in kits. Wing span up to 16 inches. Authentic ¼ inch scale.

DeHAVILLAND "MOSQUITO"

Weight per dozen, 6½ pounds.
1 set in a box.
Open Stock

8SD2—Per dozen.. **$14.40**

Suggested retail price $1.00 each.

LOCKHEED P-38 "LIGHTNING"

Weight per dozen, 6½ pounds.
1 set in a box.
Open Stock.

8SD3—Per dozen **$14.40**

Suggested retail price $1.00 each.

NORTH AMERICAN B-25

Weight per dozen, 6½ pounds.
1 set in a box
Open Stock

8SD1—Per dozen.. **$14.40**

Suggested retail price $1.00 each.

DOUGLAS A-20A "HAVOC"

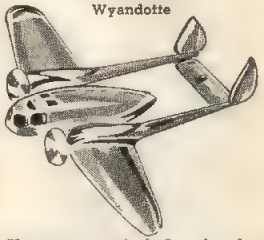
Weight per dozen, 6½ pounds.
1 set in a box.
Open Stock.

8SD4—Per dozen.. **$14.40**

Suggested retail price $1.00 each.

AIRPLANE

Wyandotte



Heavy gauge steel. 6 inches long, 9 inch wing span. Model of latest Army plane (Lockheed P38). Baked enamel finish.

Weight, per shipping carton 10½ lbs.
6 dozen in shipping carto or
Open Stock.

J210—Per doz..... **$4.00**

Suggested retail price $0.25 each.

STEEL PLANE

Marx

Made of heavy gauge steel. Propellers spin. 7½ inches long, 9½ inch wingspread. Aluminum colored body with colored wings.

Weight, per shipping carton 16 lbs.
1 dozen in shipping carton
or open stock.

C1199—Per doz..... **$7.00**

Suggested retail price $0 45 each.

STRATO CRUISER AIRPLANE

Wyandotte

Heavy gauge steel. 10¼ inches long, 13-inch wing spread. Four motors tricycle landing gear. Authentic reproduction of Boeing Commerical Transport plane (the largest land plane ever built) Baked enamel finish in assorted colors.

Weight, per shipping carton 22 lbs.
Individually boxed.
2 dozen in shipping carton.

J211—Per dozen.. **$10.30**

Suggested retail price $0.69 each.

STEEL PASSENGER PLANE

Marx

Made of heavy gauge steel. Propellers spin. 10¼ inches long, 16 inch wingspread 5 inches high. Aluminum colored body with colored wings.

Weight, per shipping carton 15 lbs.
1 dozen in shipping carton
or open stock.

C1499—Per doz..... **$15.20**

Suggested retail price $1.00 each.

AIRPLANE

Heavy gauge steel. 6¼ inches long, 8¾-inch wing spread. Wings actually fold up. Authentic reproduction of a Navy Carrier type airplane. Tircycle landing gear. Baked enamel finish. assorted colors.

Weight, per shipping carton 13 lbs.
3 dozen in shipping carton.

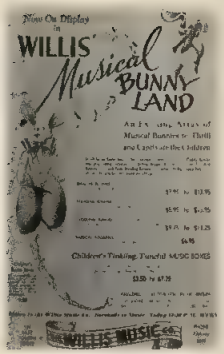
J200—Per dozen..... **$4.20**

Suggested retail price $0.25 each.

"Hobby New Year"

SAYS OHIO HOBBY DEALER TO HIS CUSTOMERS . . . TOY DEPARTMENTS IN CINCINNATI ACTIVE

By CLARA M. LANGSDORF



Attractive newspaper ad by Cincinnati music store, featuring musical toys

A HOBBY NEW YEAR—that is the way Don's Hobby Shop Main St., Cincinnati, Ohio, expressed good wishes for 1947 to his patrons via newspaper advertising. The trend, generally speaking, for those handling hobby merchandise is on the up and up. Toys in general are stimulated through hobbies. Each little toy enthusiast desiring to annex a toy to her growing collection, has become a collector just as much as the grownup who singles out antiques, or the parent who is as much interested in a model train and the building of it, as is the child.

No longer are toys confined to the child alone—from baby to junior. We have games listed for all to enjoy, such as the recent Clubroom Game "Kick It" for young or old—one of Bolles Sporting Goods Co. promotions. We also have Monopoly, Parchesi, Flint, Chess, Checkers and countless other old standbys, as well as newer sensations.

Complete Toy Department

Bolles suggested at Christmas, in large advertising space in which they listed under specific headings a number of offerings to follow their theme: "Bolles Will Help You Start Your Boy's and Girl's Hobby This Christmas." This was a worthwhile idea to promote a year 'round calendar for the boy or girl interested in "A Swell Hobby," as they put it. Bolles have a complete toy department, taking in two large floors. Electric games, such as electric football games and electric baseball games, were interesting game offerings in their department; and there was the new sensation of the year, "Plasticor Molding Set."

Newspaper ad by Cincinnati sporting goods store which emphasized Easter playthings

Mabley & Carew's storybook setting for baby

attended this year's Toy Fair to decide to send in their orders *tomorrow*, a very small percentage of them would have these orders filled in full. A somewhat larger percentage would be able to get them filled in part: and a still larger percentage could not get the goods at all!

Therefore, it behooves the alert buyer, who really wants to do a profitable business this coming Christmas season, to get ahead of the crowd to follow, and arrange to place his orders just as soon as he can.

The *Wall Street Journal* stated that "retailers are now on a buyers strike." Actually, there is no buyers' strike—but we are returning to a buyers' market. Buyers, in most cases, still have excess inventory, and until this is moved they will proceed cautiously in buying additional goods, and will be more selective than heretofore. It is imperative, however, that excess inventory be eliminated as quickly as possible if buyers are to receive new desirable merchandise this season.

Lower Prices?

There will be some cases of lower prices, provided production can be maintained at a high level. But there will be no general decrease in prices—for the reason that taxes are still exorbitant, labor costs have risen from 40-60 cents per hour to $1.25-$1.50 per hour, raw materials costs have risen tremendously. It is idle, then, to expect that manufacturers will be able to reduce prices, except in those few instances where they may be able to do so without operating at a loss. No buyer is justified in withholding orders in the vain hope that all prices will take a tumble.

The newspaper writer stated that *one wholesale buyer* told him, at the close of the first four days, that "he hadn't placed a single order." It may be, of course, that this particular buyer was in New York for an "outing" at the expense of his firm and was not, therefore, interested in picking up many of the marvelous new items introduced at this Toy Fair for the first time.

But another wholesale representative went to the Toy Fair authorized to buy $1,500,000 worth of toy merchandise. Another came all the way from Sweden to place orders for $500,000. This writer could mention many other similar cases which came to his attention, showing that buyers did actually place orders, and some very large ones at that. These buyers will *have* merchandise to sell during the Christmas season and before.

Business Is Up

The article pointed out that "department stores have been reducing their staffs because they are not selling as much." According to reports from the several Federal Reserve districts, however—as recorded every month in TOYS & NOVELTIES—department store sales have been showing a constant increase. Incidentally, these stores still have insufficient help.

Those manufacturers who did not write a large volume of business at the Toy Fair probably will slow up production. No manufacturer of today, who operates on a sound basis, will continue to pile up stock for the benefit of tardy buyers. It will be a case of "first come, first served," and the trade should realize this fact.

The year of 1947 requires a real *selling job* on the part of manufacturers and jobbers. Dealers will have no difficulty in moving their stocks for the reason that consumer demand continues high, and quality is better.

Whether the orders actually placed at the Toy Fair were large or small, the Toy Fair is a necessary and valuable part of the general merchandising scheme. It is the first step of the new toy year; and for the manufacturer to profit most, as a result of his display in New York, he must now follow through with systematic and aggressive personal calls and consistent advertising to the trade.

PACIFIC GIFT AND TOY SHOW

Buyers from Alaska and British Columbia, as well as from nearby states converged on Seattle February 23-27 to attend the Pacific Northwest Gift Toy and Housewares Show under the management of Kay Leber. Newest products on the market were displayed by two hundred wholesale exhibitors in the Olympic and New Washington Hotels and the Terminal Sales Building.

Miss Leber reported that although registration was high, buying was rather light as many stores reported heavy inventories due to merchandise from last year's orders being received after Christmas. "Staple goods and quality merchandise sold well," Miss Leber said. "Gift wrappings were popular with buyers, and retailers from Alaska were particularly interested in souvenirs as they said they expected a huge tourist trade this year."

■

Novelty in Toyland

Designed by a young Australian engineer, a novel toy consisting of magnetized units which can be placed on an illustrating board so that they will not fall off is described by the Australian Information Bureau. They can be viewed by students from various angles simply by changing the board's position. Outlines of simple articles such as chairs, flower pots and umbrellas can be formed with the pieces on the sensitized magnetic plate. The units are colored red, green and white to aid composition and identification of the designs.

●

Appoints Ben Funk

E. A. M. Corp., manufacturer of educational scientific toys, has appointed Bernard Funk, 200 Fifth Ave., New York, as national sales representative for its Dick Tracy burglar alarms.

H & S Pogue display of portrait dolls designed and produced by Madame Alexander of New York

of offerings, they sometimes do not follow "Hoyle." In a post-war year of adjustment, we find toy patrons somewhat discriminating

When stocks were scarce they bought anything and everything, took substitutes, and paid the prices asked. Today they know what they want; that is, the better kind, or, if the better article is at a price they do not wish to pay, the cheaper made article does not satisfy. Games scheduled for January were not so much in demand because stocks were better at Christmas, and games were purchased then. Excepting birthdays, smaller selections in toys seemed to rule for special events and every day toys. Dolls were expected to be good for Valentine's Day. Valentine Baskets at Shillito's made their bow in the toy department. These were filled with worthwhile toys—toy autos, or jeeps, balls, games, educational toys and the like.

A large Jeep for the youngster, displayed in the wheel goods parking lot at Shillito's where bright, shining velocipedes, scooters, autos, and the like, together with sparkling new bicycles, attracted plenty of attention.

Alms & Doepke

Much like the Dollar Day ads now appearing in the newspapers was the table filled with toy telephones at $1 at the Alms and Doepke toy department. Toy furniture, baby carriages, wheel goods, kiddie cars and hobby horses were shown in the area outside the Auditorium. Located on the third floor, the far end of which houses household furnishings, this auditorium is used for women's club and other organization events. Toys cannot help but be noticed and stimulated when placed in this prominent location.

This season the baby is catered to. Never have there been so many kinds of rattles, and toys of like nature, shining and bright, or so many cuddly animals, books and toys specially designed for "Baby." Mabley and Carew gives a hint of this line of toy merchandising in their "Storybook Setting for Baby" display.

Easter Comes Early

In looking forward to Easter, which is early this season, we must take a glimpse at a page of last Easter. Here we have the Willis Music Co., Ens. Fourth St. staging a "Musical Bunny Land." An exciting array of many and varied musical bunnies took a part in the setting, perched up on stands, seated in the grass, one setting on an organ at the side—all of them grouped in front and around the large framed pictorial setting of Mr. Bunny himself. Easter lilies and other spring flowers were interwoven in the gold design of the frame, while potted plants along the front of the window added color to the setting. Children's radios, small music boxes, and other small novelty toy offerings, had their place in the arrangement.

In a large ad, co-operating with this feature of Willis', Pogue's promoted their Easter merchandise, and Bolles announced new Easter toys in their customary advertising manner. Last season, because of the shortage of candy eggs for Easter, and also scarcity of eggs to color, toys were in demand as fitting substitutes for the Egg Hunts. The candy situation is not greatly improved this season, and the demand for toys suitable for Easter may repeat that of last season. It is well to be prepared.

Window display by Willis Music Company ties in with newspaper advertising

Dolls Are Wanted

Dolls have an envied place which cannot be displaced. They are wanted by all ages—the child who wants it as a toy; the grownup collector of dolls. Noticing a grownup customer purchasing a doll house from a toy department—for herself—she said she was interested in doll houses and wished to collect and make miniature furniture for the rooms. Here is a hobby, no doubt, that many are interested in, particularly for period ideas—a doll house that will lend itself to the purpose of miniature period furniture and accessories. Likewise, dolls representing period costumes — peasant or foreign — or character dolls of varied descriptions, are always in demand.

Arnold's Fairyland, Cincinnati, display of dolls, doll clothes and accessories

This is emphasized in the photos of window displays by Arnold's Fairyland and the "priceless possessions" —Famous Portrait Dolls by H. and S. Pogue Co.

When we think of Arnold's Fairyland, we think of *dolls*. This is one of their famous specialties—anything relating to dolls, and they stage many window displays of different types, sizes, periods, fashions and the like.

The famous Magic Skin doll was the subject of a recent McAlpin ad listing two specific features of their toy department. One was for girl, and the other for the boy. "Look Fellows! A Real 6-Shooter Cap Pistol!" They run ads of this type frequently, to acquaint the patron with McAlpin's fine TOYLAND—Open All Year 'Round.

A large glass enclosed display case at the side of the staircase leading down to TOYLAND, displays their current suggestions in toys. For January, several games were displayed, center focused on "Varsity," and the old standbys, "Flinch" and "Pit" had a place in the layout. Two large dolls were also part of the displays.

As far as promotional programs are concerned, for the yearly calendar

Western Winter Markets Set New High Record

AS THE 62nd Western Market at the Western Merchandise Mart, San Francisco, came to a successful close on February 8, it was apparent that in buyer registrations, volume of business placed and availability of properly priced quality merchandise, this Market exceeded all expectations and set a new high level of performance. With over 6000 registrations recorded, the Market was attended by dealers and buyers coming from all parts of Western America and from Canada, Alaska, Latin America, the Islands of the Pacific, Australia, China and France. Buyer registrations exceeded those of last August, and equaled those of the first post-war Market in February, 1946.

Frank K. Runyan, president of the Western Merchandise Mart, in reviewing Market Week results stated: "Throughout the Market it was demonstrated that retail store buyers, reflecting the demands of their customers, are seeking quality lines of highly styled merchandise . . . and this higher type of merchandise is very definitely back in the market. Buyers have shown particular interest in high quality standard lines.

Normal Sales Effort

"Announcements were made of many new sales training programs, showing that manufacturers appreciate the growing necessity of returning to normal sales effort. Reflecting the realistic optimism of the Market was the emphasis placed by many on the need for and value of greater investments in merchandise displays and advertising programs."

Although opinions regarding the volume of business placed during this Winter Market were varied, even those who considered buying "cautious" emphasized that the market was in a healthy state and that sales had been satisfactory. The increase in the number of exhibitors in the Mart since the last Market was reflected in the thick 600-page Mart Directory which was presented to each buyer at the registration desk. The lines of over 1400 factories are now shown in the Western Mart.

Despite the fact that almost every exhibitor expressed the hope for larger showrooms by next Market, considerable attention was given to the promotional and sales appeal of attractive displays, sales aids and advertising campaigns. Not for a long time has wholesale merchandise looked so "dressed up," and buyers were enthusiastic over the attractive presentations.

San Francisco's Seven-Markets-In-One include Furniture, Floor Coverings, Radios and Appliances, Gifts and Housewares, Linens & Domestics, Decorative Textiles, and Toys and Juvenile Goods.

Toys and Giftwares

Gift lines represent the highest percentage of Western manufacturers. Three noticeable changes were noted in this merchandise; first a trend to utility items; second, a step-up in the quality of the merchandise; third, new European imports. One exhibitor showed large Italian urns and vases from Perugia and Saca and Italian alabaster, as well as Swedish glassware in clear, Nordic blue, olive green, and the smoke color for which Swedish glass is famous.

Toy exhibitors commented that the toy market is "back to normal" with buyers interested in new items provided they have quality, and in articles such as metal goods that were scarce during the war. They said that buyers were purchasing for immediate over-the-counter sales, and were evidently waiting for the Western Toy Show at the Whitcomb Hotel and the Western Merchandise Mart, June 1 through 7, for their Christmas buying. Several new doll and fur animal lines were on display.

Luxury baby carriages, high chairs, cribs and mattresses being glamorized in pastel colors of pink, powder blue and turquoise, are to appeal to proud parents.

■

Western Market Dates to 1950

Frank K. Runyan, president of the Western Merchandise Mart, in announcing dates for semi-annual Western Market Weeks to be held in the Western Merchandise Mart, San Francisco, stated: "To enable proper advance scheduling of events so that adequate hotel and transportation facilities can be made available, as well as to facilitate the planning of promotional and merchandising activities, the Western Merchandise Mart has scheduled the dates for coming semi-annual Western Markets to 1950."

Western Market dates will be as follows: Summer 1947, August 4 through 9; Winter 1948, February 2 through 7; Summer 1948, August 2 through 7; Winter 1949, January 31 through February 5; Summer 1949, August 1 through 6.

■

HOTEL ROOM SHORTAGE TO CONTINUE

The shortage of hotel accommodations in most of the large cities is likely to continue this year, C. N. Hilton, president of Hilton Hotels Corp., said recently in the company's first annual report.

He said factors which will contribute to the shortage are the cost of construction of new hotels and the scarcity of materials, which almost precludes new building; substantial increases in convention business, and the pent-up demand for travel.

Hotel operating costs will continue to increase in 1947 because of additional increases in wages which already have been agreed upon, said Mr. Hilton. However, much of the increase in operating costs over 1946 will be offset by the fact that ceilings have been removed from transient rooms, food, and beverages, he added.

Glimpses from the WESTERN WINTER MARKET

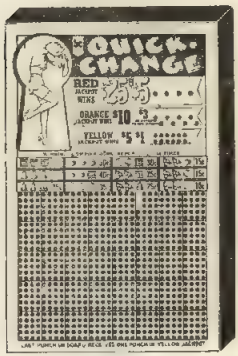
View of Frank I. Speckman showroom during the Western Winter Market, held at the Western Merchandise Mart, in San Francisco, where the Thayer line was prominently displayed

Sectional view of Bowman Bros. showroom in the Western Merchandise Mart at San Francisco, where the beauty of Nobaloy pots and pans rivalled the clean lines of Bowman's "Toy of the Year": the Kiddie-Trailer Combination

Toy displays in the J. Jackson Sales Co. showroom in San Francisco's Western Merchandise Mart offered a wide range of stuffed and soft toys as well as wheel goods, including the widely-known Western Jeep

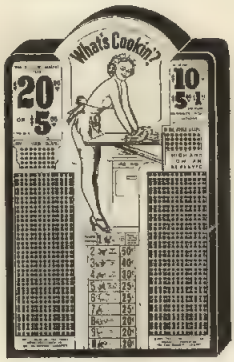
Record Smashing Salesboard Sensations

ALLURING • GLAMOROUS • ENTICING



No. 544—Quick Change. Large player appeal and quick profits make this board a sure hit. Features tantalizing art model and plenty of bright colors that encourage the rapid sales. Slot machine style tickets and three step up jackpots insure its popularity with all. Made in 800-hole thick size at 5c per sale. Takes in $40.00 and has an average payout of $20.30.

Each $3.71

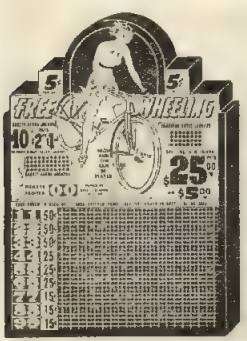


No. 4479—What's Cookin'? A real eye opener!' Features a gorgeous art model in rich color that attracts instant attention. Has two jackpots and features newest cartoon style tickets that are packed with good laughs. Made in 936-hole size at 5c per sale. Takes in $46.80 and has average payout of $19.00.

Each $3.49

No. 566—Lure of the Waves. Alluring! Fascinating! Colorful! A beach scene with a gorgeous reclining bathing beauty is bound to call attention to this colorful number. Ever popular slot machine style tickets, super jumbo holes and big winners insure quick sales. Supplied in 1000-hole thick size at 5c per sale. Takes in $50.00 and has an average payout of $21.45.

Each $4.50

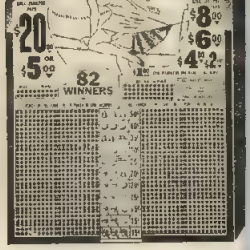


No. 4406—Free Wheeling. A novel fascinating new board with an eye-catching design that features a charming coasting cutie that breezes right along. A standout on any counter! Has newest number tickets and features two jackpots. Supplied in 1200-hole size at 5c per sale. Takes in $60.00 and has an average payout of $26.88.

Each $4.37

No. 4417—Pipperoo. Charming, fascinating, and colorful! Has alluring die-cut art model that is bound to call attention to this flashy number. Features new slot machine style tickets for fast profits and jumbo holes for added popularity. Supplied in 1000-hole special thick size at 5c per sale. Takes in $50.00 and has average payout of $21.75.

Each $3.73

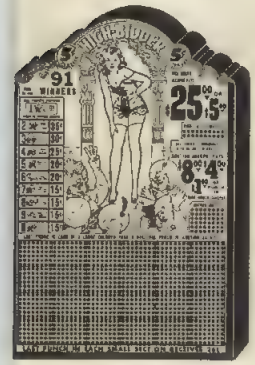


No. 4487—On De-Fence. A sensational new board that has charming art model design that lends new life and interest. Features two jackpots and has popular slot machine style tickets. Supplied in 1200-hole size at 5c per sale. Takes in $60.00 and has average payout of $26.88.

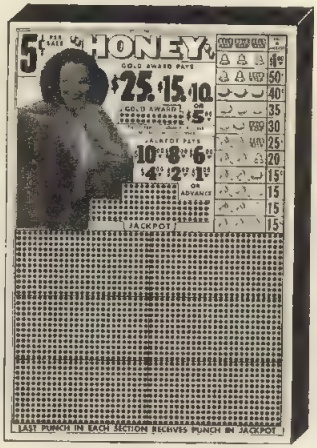
Each $4.00

MODERN GLAMOROUS ART MODEL BOARDS

Fast Selling



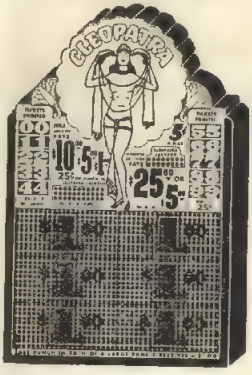
o. 4468—High Bidder. A racy board with
irl art model that reveals plenty of lus-
ous curves. A real eye catcher! Tickets
eature latest comical cartoon symbols for
dded appeal. Made in 1152-hole size at 5c
r sale. Takes in $57.60 and has average
ayout of $26.37.
ach $4.14



No. 443—Honey. A real honey with plenty of flash and color Has a glamorous art model for added punch and wallop Features two step-up jackpots and has slot machine style tickets Supplied in fast moving 1800-hole size at 5c per sale. Takes in $90 00 and has average payout of $32.22

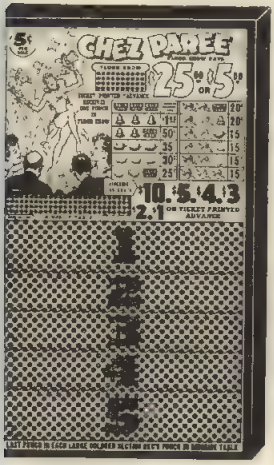
Each $5.19

New Styles



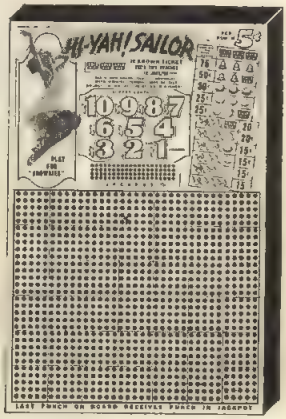
No. 4423—Cleopatra. A snappy and irresistible new board that is packed with consolations for added player appeal. Has two jackpots and features newest style tickets for faster play. Supplied in popular 1,320-hole size at 5c per sale. Takes in $66 00 and has an average payout of $29.00

Each $4.54



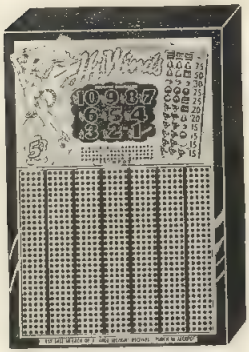
, 4502—Chez Paree. A fascinating art
oded board that has exciting floor show
ustration and two jackpots. Extra large
per jumbo holes bring in faster sales and
th slot machine tickets it really wows
m. Supplied in 1056-hole size at 5c per
le. Takes in $52.80 and has average pay-
t of $24.50.
ach $3.90

No. 4428—Rita. A sure eye-catcher of a board with an enticing art model that speeds up popularity and profits. Tantalizing die-cut figure and entire board are fully colored for added appeal Big winners with plenty of consolation prizes and number style tickets urge on the rapid sales. Supplied in 1008-hole size at 5c per sale. Takes in $50.40 and has average payout of $19.80.
Each $4.03



No. 449—Hi-Ya Sailor. Our newest spicy eye-opener that has a really gorgeous art model in full color. With super jumbo giant holes, it also features "Brownie" tickets that pay double awards. Made in 1056-hole size at 5c per sale. Takes in $52 80 and has average payout of $26.37.
Each $4.01

Glamour ! ! MODERN ART MODEL SALES BOARDS Appeal ! !



No. 557—HiWinds. Highest in quick sales and profits. Displays an attractive, enticing model in bright colors. Slot machine style tickets and big winners guarantee fast play. Supplied in 1050 jumbo hole thick size at 5c per punch. Takes in $52.50 and has an average payout of $25.51.

Each **$3.75**

No. 1407809—Black and Blue. A sure eye catcher of a board with an enticing art model that speeds up popularity and profits. Entire board is in full color for added punch appeal. Big winners with plenty of consolation prizes urge on rapid sales. Supplied in 960-hole regular midget thin style at 5c per sale. Takes in $48.00 and has average payout of $21.50.

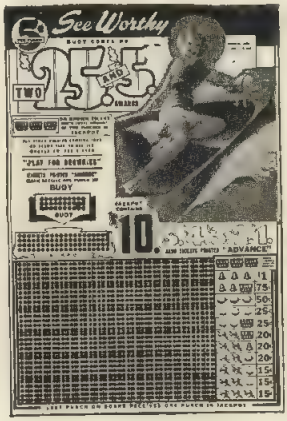
Each **$3.45**

No. 573—Ho! Ho! An irresistibl new board that attracts attentio with a luring fascinating mode and big winners. Packed wit plenty of quick action and speed sales. Features popular slot ma chine style tickets and jumb holes Supplied in 1050-hole thic size at 5c per sale. Takes in $52.5 and has an average payout o $27.10.

Each **$3.75**

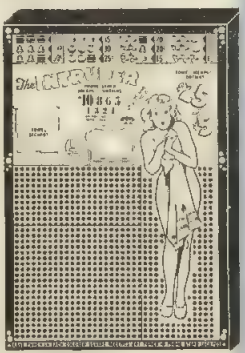
No. 556—Quick Set. An alluring board that pictures a humorous drawing of a gorgeous art model that really holds attention. Plenty of winners and consolation prizes to provide quick action. Made in 1050-hole size at 5c per sale Takes in $52.50 and has an average profit of $27.10.

Each **$3.75**



No. 592—See-Worthy. A peach of a board having a spicy glamour girl illustration that is tops. Keeps the profits sailing right in and for added attraction it features those sensational brownie double winner tickets. Has latest slot machine style tickets and two jackpots for added value. Supplied in 1260-hole size at 5c per play Takes in $63.00 and has average payout of $31.08.

Each **$4.34**

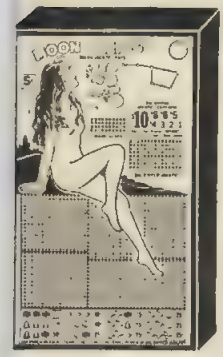


No. 567—The Intruder. Nothin could possibly intrude upon th rapid and steady stream of pro its that will pour in as soon a this alluring number is displaye Features a tantalizing art mo with novelty jackpots. Large wi ners and slot machine style tic ets insure its widespread popula ity. Supplied in 975-hole size 5c per play. Takes in $48.75 an has an average payout of $21.45.

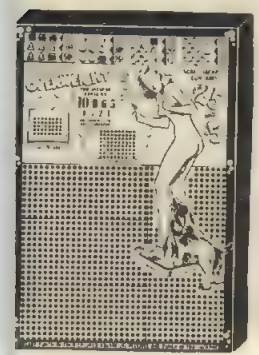
Each **$4.5**

NEWEST SENSATIONAL GLAMOUR SALES BOARDS

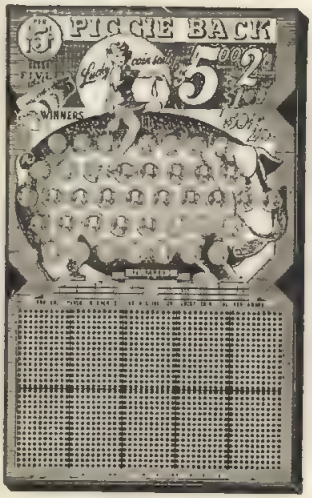
Alluring



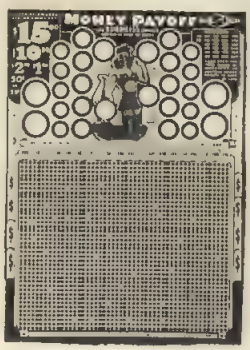
No. 560—Moon Gazing. A board that is bound to hold attention and make plenty of profits. Displays a colorful night scene with large die cut figure in alluring pose. Features extremely popular slot symbol tickets and two jackpots. Made in 1340-hole special thick size at 5c per sale. Takes in $67.00 and has an average payout of $32.72
Each **$5.42**



No. 556—Overweight. Charming, fascinating, and colorful! A comic scene with an alluring die cut art model that is bound to call attention to this flashy number. Features new slot machine style tickets for fast profits and jumbo holes for added popularity. Supplied in 975-hole special thick size, at 5c per sale. Takes in $48.75 and has average payout of $21.65.
Each **$4.50**

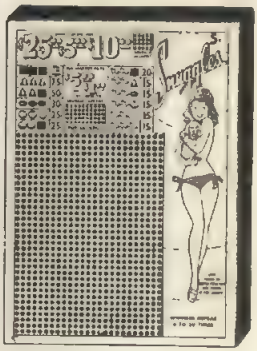


No. 4410—Piggie Back. Contains real money—nickels, dimes and pennies—in place of seals that creates top notch player appeal and whirlwind action. Made in newest popular thick style with beautiful art model displaying her gorgeous curves which gives it more appeal than ever. Supplied in 1500-hole size at 5c per sale. Takes in $75.00 and has average payout of $38.25. For a real saving, the $1.70 in real coins inserted into the board in the seal section reduces the cost of the board
Each **$7.00**

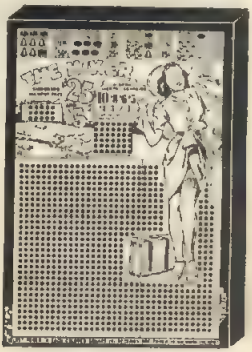


No. 1407S05—Money Payoff. The newest money board that really pays off with profits. Has appealing scantily clad art model gracing the front of board and features 28 dummy coin seals ranging from 50c to 5c. The operator pays out the denomination of the coin picked and also the surprise award on the back of coin. Supplied in 2000-hole style at 5c per sale. Takes in $100.00 and has definite payout of $43.75.
Each **$4.08**

Enticing



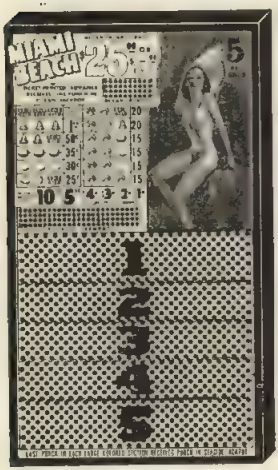
No. 555—Snuggles. Snuggles and her pup lead the "Big Parade" of sure profit makers. For action, attraction, and fast selling appeal, this full color beauty steps out in front. Has double step up jackpot with slot machine style tickets for plenty of payout appeal. Made in 850-hole special thick style at 5c per sale. Takes in $42.50 and has an average payout of $20.85.
Each **$3.71**



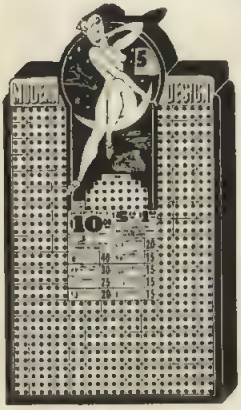
No. 551—The Hiker. A sure eye-catcher of a board with an enticing art model that speeds up popularity and profits. Tantalizing die cut figure and entire board are fully colored for added appeal. Big winners with plenty of consolation prizes and slot machine style tickets urge on the rapid sales. Supplied in 975 jumbo hole size at 5c per sale. Takes in $48.75 and has an average payout of $21.65.
Each **$4.50**

ALLURING GLAMOUR GIRL SALES BOARDS

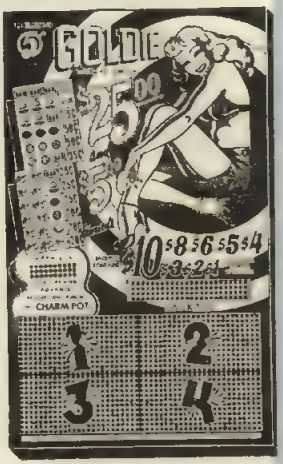
Newest Styles



No. 4439—Miami Beach. An irresistible large board with a brand new bathing beauty design. Has newest and latest sensational giant size jumbo holes and slot machine style. Supplied in 1200-hole size at 5c per sale. Takes in $52.80 and has average payout of $24.80. Each **$3.90**

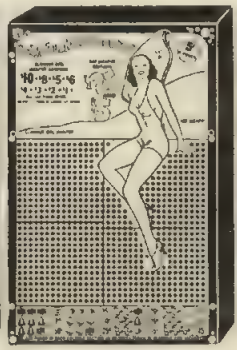


No. 4496—Modern Design. Has plenty of flash and color with glamorous art model design for added punch and wallop. Features newest super jumbo extra large hole size with comic symbol tickets. Supplied in 630-hole size at 5c per sale. Takes in $31.50 and has average payout of $14.31. Each **$2.85**



No. 4404—Goldie. A bright snappy board with alluring art model influence that is hot as a firecracker. Features large winners, consolation prizes and slot machine style tickets that make it a real hit with all players. Supplied in 120-hole size at 5c per play. Takes in $60.00 and has average payout of $27.66. Each **$4.21**

No. 4427—Grace. Has plenty of flash and color with glamorous, very scantily clad art model design for added punch and wallop. Features newest super jumbo extra large holes with pop dial slot machine style tickets. Features two tantalizing step up jackpots. Supplied in 1600-hole style at 5c per sale. Takes in $80.00 and has average payout of $38.55. Each **$4.03**

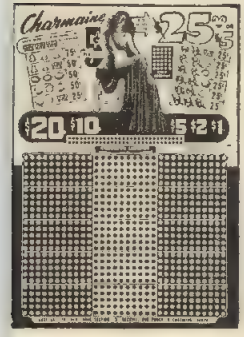


No. 563—Lady, Your Hat is Showing. A flashy and attractive novelty number with plenty of color. Features die cut figure of a real glamour girl that keeps the regularity and profits zooming. Has two jackpots and newest slot machine tickets. Supplied in 1000-hole size thick style with jumbo holes at 5c per sale. Takes in $50.00 and has average payout of $21.45. Each **$4.50**

No. 4126—Fifi. A sensational new board that has charming art model design that lends new life and interest. Features two step-up jackpots that payout the tantalizing big winners. Has latest number style tickets for faster play and quicker profits. Made in 960-hole style at 5c per sale. Takes in $48.00 and has average payout of $20.16. Each **$4.03**

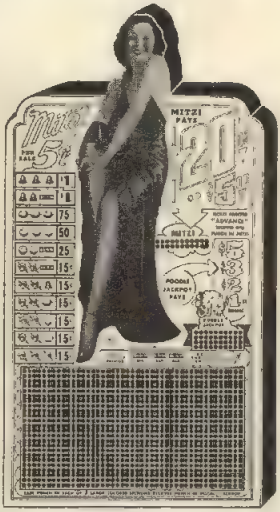
EXCITING NEW GLAMOUR SALES BOARDS

• Alluring •



No. 575—Charmaine. With charming Charmaine displaying her alluring beauty on this colorful board it is the fastest selling board we're seen. Features those super jumbo extra large holes and has latest popular slot machine style tickets with double jackpot. Has step-up jackpot with enticing top awards that keep the money rolling in. Made in 800-hole thick style at 5c per play. Takes in $40.00 and has average payout of $19.26.

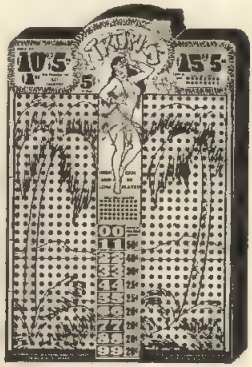
Each **$2.47**



No. 443—Mitzi. Yes, sir! Just the board to pep up your sales and send your profits soaring. Has plenty of spicy exciting glamor and features fast moving slot machine style tickets and two step-up jackpots. Supplied in 1080-hole size at 5c per sale. Takes in $54.00 and has average payout of $24.54.

Each **$3.69**

• Charming •

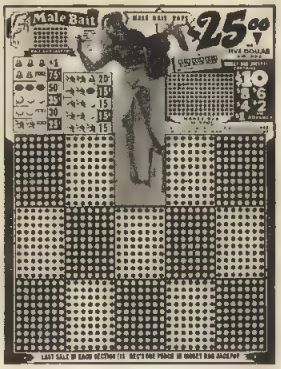


No. 4568—Tropics. A striking new die cut board with a gorgeous south sea beauty for an eye catcher. Features latest number style tickets and super jumbo giant size holes. Made in 800-hole size at 5c per sale. Takes in $30.00 and has average payout of $14.70.

Each **$2.70**

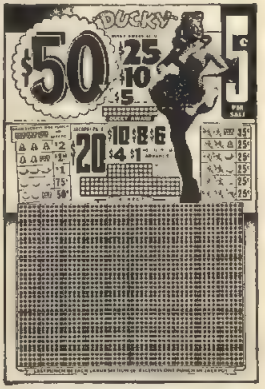
No. 140T810—Sweet Pickins. It's a sensation—this popular 5c board that keeps the play moving at all times. Made with medium jumbo size holes with popular slot machine style tickets to speed up sales. Features two step up jackpots and tantalizing art model for added punch and wallop. Supplied in 1500-hole size at 5c per sale. Takes in $75.00 and has average payout of $37.66.

Each **$4.75**



No. 4415—Male Bait. Yes, sir!! She's male bait for faster sales—this enticing bitch hiking cutie really coaxes 'em in. Made in popular special thick style with large super jumbo holes having slot machine style tickets. Supplied in 1050-hole size at 5c per sale. Takes in $52.50 and has an average payout of $25.99.

Each **$3.90**



No. 574—Ducky. It's simply ducky the way this smashing sales sensation gets the play. Has plenty of flash and color with glamorous teasing art model design for punch and wallop. Newest slot machine style tickets and step-up jackpot make a winning combination that can't be beat. Comes in 1600-hole thick size at 5c per play. Takes in $80.00 and has average payout of $47.06.

Each **$5.19**

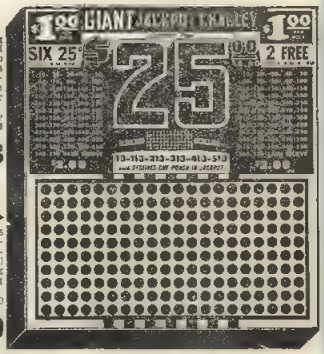
New Punchboards With Player Appeal

Newest Sensational Boards At Lowest Prices

Big Six

No. 140T830 — Big Six. Just the board you've been waiting for. Has two tempting step-up jackpots with big winners that keep them punching. Made in extra thick size with 200 super giant holes at 25c per sale. Each hole contains six tickets. Has ever popular slot machine style tickets. Takes in $50 00 and has average payout of $26 40.

Each $3.73



Giant Jackpot Charley

No. 140T829—Giant Jackpot Charley. The newest Charley board that is really a sensation. Has one step-up jackpot with tempting big winners. Features popular numeral style tickets. Made in extra thick style with 200 super giant holes at $1 00 per sale. Each hole contain six 25c tickets. Takes in $200 00 and has average payout of $148.62

Each $3.70

Kwik Fin

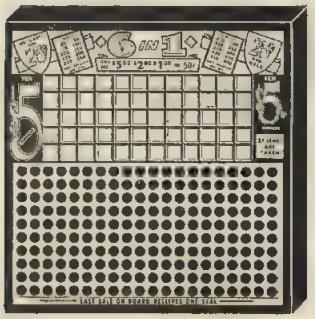
No. 140T826—Kwik Fin. A large colorful new punch board with real punch appeal. Made in the newest popular extra thick style with 200 super giant holes at 25c per sale. Consumer gets not one but six tickets for 25c. Sixty seals have plenty of winners that really bring the money rolling in. Has popular numeral style tickets. Takes in $50 00 and has average payout of $36 25.

Each $3.25

Giant Win

No. 140T825—Giant Win. A giant in punch personality and profits. Has step-up jackpot with large tempting winners. Made in extra thick 200 super giant hole style at $1 00 per hole. Each hole contains five 25c tickets. Features ever popular slot machine style tickets. Takes in $200 00 and has average payout of $118.56.

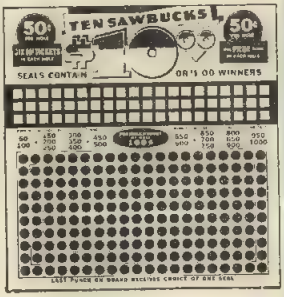
Each $4.00



"6 in 1"

No. 140T827—Six in One. A bright flashy board with a new fast selling feature. Each super giant hole contains six 5c tickets giving the consumer one free ticket for every hole punched. Made in extra thick 200 super giant style at 25c per hole. Has popular numeral style tickets. Sixty seals with big winners keep them punching. Takes in $50 00 and has average payout of $26.89.

Each $3.25

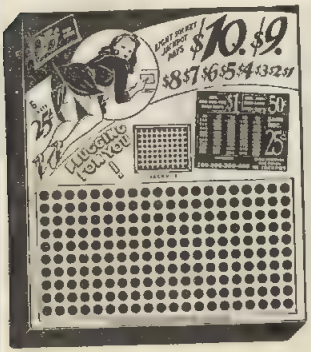


Ten Sawbucks

No. 140T828 — Ten Sawbucks. The newest type bunch board to hit the market. Brightly colored to appeal to all, it features 60 seals that pay out large $10.00 or $1.00 winners. Made in extra thick size with 200 super giant holes at 50c per hole. Consumer gets six 10c tickets in each hole. Has popular numeral style tickets. Takes in $100 00 and has average payout of $52.50.

Each $3.25

Newest Styles In Popular Glamour Boards

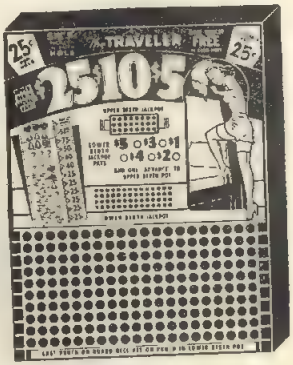


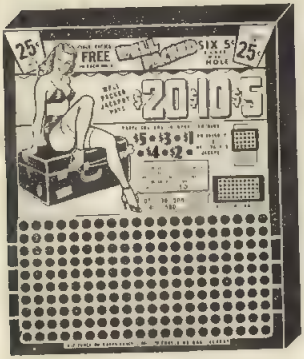
Plugging For You

No. 140T831—Plugging For You. An entirely new super sensational punchboard. Has graceful art model in revealing pose on front of board. Features one step-up jackpot with many large tempting winners. Made in extra thick style with 200 super giant holes at 25c per hole. Has ever popular numeral style tickets. Takes in $50.00 and has average payout of $24.85. Each $3.74

The Traveler

No. 140T823—The Traveler. A fast selling board with luscious revealing art model gracing the front in full color. Made in extra thick 200 super giant hole style at 25c per hole. Each hole contains six 5c tickets. Has two step-up jackpots with tempting winners. Features ever popular numeral style tickets. Takes in $50.00 and has average payout of $23.28. Each $3.74



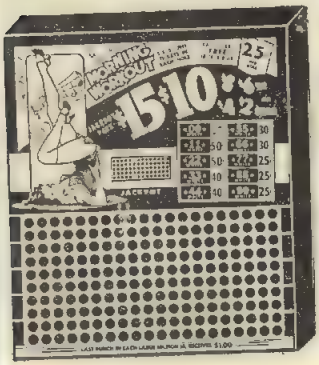


Well Packed

No. 140T824 — Well Packed. "Well Packed" with super player appeal, this board is really a sensation. Has two tempting step-up jackpots with beautiful art model gracing the front of board. Made in extra thick 200 super giant hole style at 25c per hole. One hole contains six 5c tickets. Has ever popular numeral style tickets. Takes in $50.00 and has average payout of $24.80. Each $3.74

A Top Number

No. 140T821 — A Top Number. "A Top Number" of a board that will prove itself very popular. Has gorgeous art model in full color on front of board. Made in extra thick 200 super giant holes at 25c per hole. Each hole contains six 5c tickets. Features popular numeral style tickets. Takes in $50.00 and has average payout of $24.36. Each $3.74

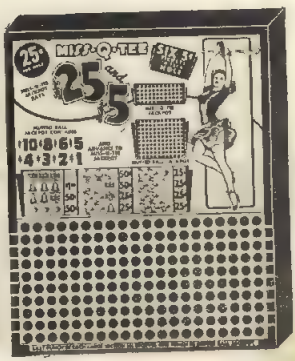


Morning Workout

No. 140T823 — Morning Workout. A remarkably popular new board that really has punch appeal. Has revealing art model illustration displaying her curves on front of board. Features numeral style tickets. Made in popular extra thick 200 super giant hole style at 25c per sale. Each hole contains six 5c tickets. Also has step-up jackpot with many tempting big prizes. Takes in $50.00 and has average payout of $23.29. Each $3.74

Miss-Q-Tee

No. 140T825 — Miss-Q-Tee. A colorful board with charming art model illustration in a revealing pose. Made in extra thick style with 200 super giant holes at 25c per sale. One punch reveals six 5c tickets in each hole. Has two step-up jackpots with tempting b'g winners. Features ever popular slot machine type tickets. Takes in $50.00 and has average payout of $21.35. Each $3.74



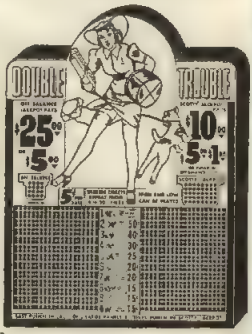
Fascinating and Appealing Salesboards

No. 4473—Nice Form. A new peppy art model board with glamour plus! Features alluring cutie that really stands out. Has newest cartoon style tickets that are packed with plenty of good laughs. Supplied in 1200-hole size at 5c per sale. Takes in $60.00 and has an average payout of $36.60.

Each **$4.00**

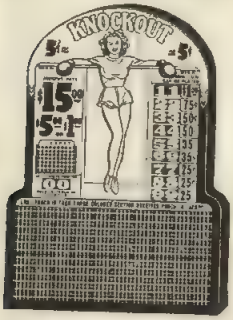
No. 4472—Classy Chassis. A snappy and spicy board with gorgeous art model design that instantly catches the eye. Has newest number style tickets for faster play Supplied in 1185-hole size at 5c per sale Takes in $59.25 and has average payout of $26.65

Each **$4.25**



No. 4475—Double Trouble. A snappy and revealing art model board that strikes a new high in fast sales. Features latest comic cartoon style tickets that keeps 'em playing Made in streamlined 960-hole size at 5c per sale. Takes in $48.00 and has average payout of $21.50.

Each **$3.20**

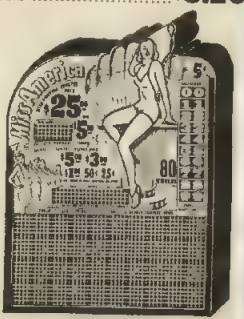


No. 4476—Knockout. A knockout of a board that is tops in glamour, appeal and quick sales. Features fascinating art model that reveals plenty of alluring curves. Has latest number style tickets for faster play Made in 1200-hole size at 5c per sale. Takes in $60.00 and has average payout of $26.88.

Each **$4.70**

No. 4424—Peek-A-Knees It's doggy—it's new—and a smash hit on all locations Snappy art model really gets attention. Has two jack pots and latest number style tickets for faster sales Made in 1080-hole size at 5c per sale. Takes in $54.00 and has an average payout of $25.72.

Each **$3.90**



No. 4869—Miss America. A peach of a board having spicy glamor girl bathing beauty illustration that is a wow Has latest number style tickets and two jackpots for added value. Supplied in 1200-hole size at 5c per sale Takes in $60.00 and has average payout of $33.75.

Each **$4.40**

No. 558 — Jingle. A colorful, flashy theatrical motif featuring an irresistible dancing art model for added appeal. Plenty of prizes and slot machine style tickets increase its amazing popularity. Supplied in 1080-hole size at 5c per sale. Takes in $48 60 and has a definite payout of $23.40.

Each **$2.35**

No. 4418—Sport Model. It's new! It's spicy! It's popular! Features racy artist's model that attracts attention and speeds the sales right along This snappy die-cut Jack pot board has latest type number tickets for fast profits. Supplied in streamlined 960-hole size at 5c per sale. Takes in $48 00 and has average payout of $21 45

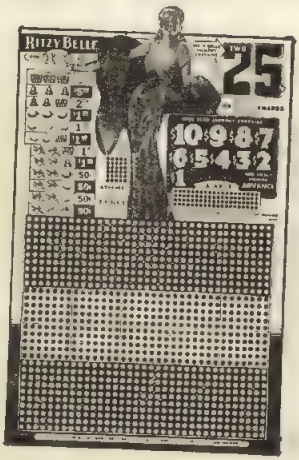
Each **$3.70**

LATEST NEW 10c GLAMOUR SALESBOARDS

Modernly Designed

No. 882—In The Dark. A board that has everything to insure fast sales and big profits. Has colorful and tempting keyhole version of a scantily clad art model. Features double jackpot, extra large jumbo size holes and comes with new popular slot machine style tickets. Made in 960-hole extra thick size at 10c per sale. Takes in $96.00 and has average payout of $46.48

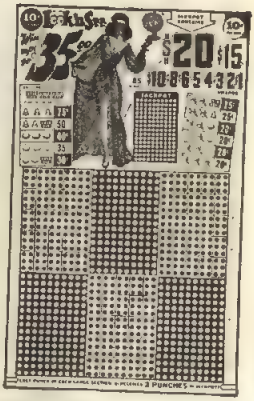
Each $3.45



No. 4414—Ritzy Belle. A colorful die-cut board with fascinating and alluring art model illustration that attracts plenty of attention. Features newest slot machine style ticket at 10c per sale. Made in special thick 1050-hole size with large super jumbo holes. Has two tempting jackpots. Takes in $105.00 and has average payout of $51.97.

Each $3.90

Flashily Colored

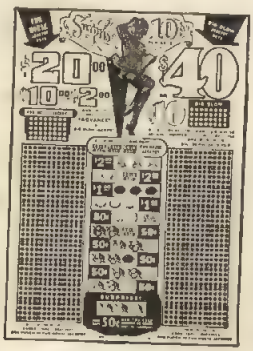


No. 377—Look 'n See. Large player appeal and quick profits make this board a sure hit. Features luscious art model and plenty of bright colors that encourage rapid sales. Has latest super jumbo large holes with slot machine style tickets and jackpot insures its popularity with all. Made in 900-hole extra thick size at 10c per play. Takes in $90.00 and has average payout of $43.51

Each $3.37

No. 427—Blue Belle. An irresistible die-cut board with breath taking art model design. Has plenty of tempting consolations that keep the dimes rolling in. Features sensational slot machine style tickets. Supplied in 840-hole extra thick size at 10c per sale. Takes in $84.00 and has average payout of $42.29.

Each $3.45



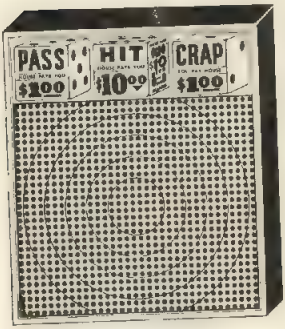
No. 538—Surprise. Alluring! Fascinating! Colorful. A fun house scene with a gorgeous art model is bound to call attention to this colorful number. The snappy play and fast sales that this board brings in will really surprise you. Popular slot machine style tickets, double jackpot, free tickets and b.g winners insure quick sales. Supplied in 936-hole extra thick size at 10c per sale. Takes in $90.80 and has average payout of $46.28.

..... $2.82

No. 501—Breezy. A sure eye-catcher of a board with an enticing art model that really speeds up popularity and profits. Fast moving and sensational, this breezy top-notch board is an instant hit and a sales leader. Double jackpot and large jumbo size holes bring the rapid sales. Supplied in 840-hole size at 10c per play. Takes in $84.00 and has average payout of $41.35.

..... $2.95

Sales Boards With Profit Personality

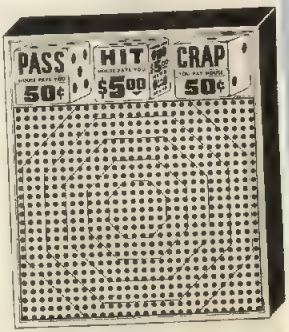


No. 475—Pass, Crap or Hit. A new special thick 1020-hole board with dice symbols that really sells out fast. Operates just like a dice game—player pays $1.00 only when he punches a crap ticket. House pays out $1.00 for each pass and $10.00 for each hit. Has plenty of winners that keep the play moving. At $1.00 per crap ticket, it takes in $630.00 and pays out $480.00

Each $2.48

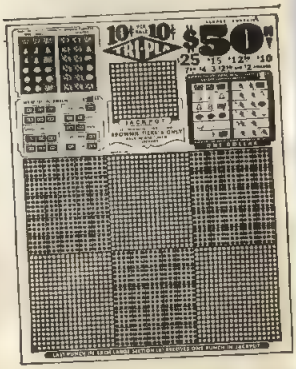
No. 468—Pass, Crap or Hit. One of our fastest selling boards that features loads of winners to hold player interest. Operates just like a dice game—player pays 50c only for each crap ticket he punches. House pays 50c for each pass and $5.00 for each hit. In popular special thick 1020-hole size with 630 crap tickets at 50c each. Takes in $315.00 and pays out $240.00

Each $2.48



No. 467—Pass, Crap or Hit. A new style board that is a topnotcher for fast play and quick profits. Has all the suspense of a dice game. Player pays 25c only when he punches a crap ticket—house pays 25c for each pass and $2.50 for each hit. Special thick style with dice symbols. In fast selling 1020-hole size with 630 crap tickets. Takes in $157.50 and pays out $120.00.

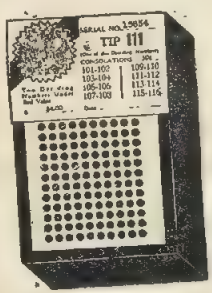
Each $2.48



No. 586—Tri-Play. A snappy large size board that has plenty of flash and color. A steady moneymaker on all locations. This sensational board features super jumbo holes. Made in 2368-hole size at 10c per sale. Takes $236.80 and has average payout of $144.24.

Each $5.86

Popular Tip Style Sales Boards



No. 475—Tip Board. A very popular number in 120-hole size with one grand prize seal and eight consolation awards. Board shows a "tip" number which gives advance information on possible grand prize winner. Operator can set his own price per sale and pay-out.

Each . . . . . 39¢

No. 478—Tip Board. Same as above, but 240-hole size

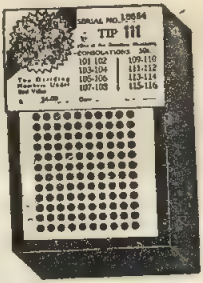
Each . . . . . 58¢

No. 424—Jumbo Thick Tip Board. A remarkably fast selling board that is the same 120-hole size as described above, but in extra jumbo thick style.

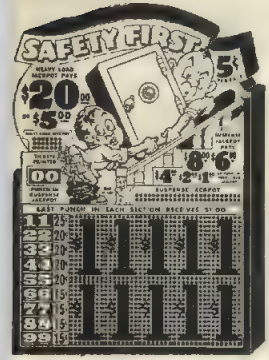
Each . . . . . 56¢

No. 425—Jumbo Thick Tip Board. A popular board that is the same 240-hole size as described above but in extra jumbo thick style.

Each . . . . . 78¢



Attractively Designed *Jackpot* SALES BOARDS Super Popular



Safety First

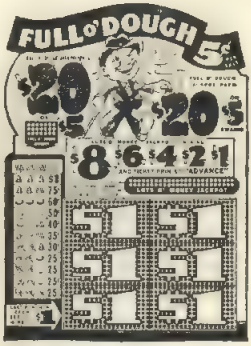
No. 4482—Safety First. A flashy new style board with the fastest play you've ever seen. Two jackpots have large top awards with unusual player appeal that brings quick action. Supplied in popular 1200-hole size at 5c per sale. Takes in $60.00 and has an average payout of $25.35

Each **$4.25**

Stick Up

No. 4453—Stick-Up. A sensationally novel die cut board that shoots the fast profits your way. Features colorful humorous illustration, two jackpots and slot machine style tickets. Supplied in streamlined 1008-hole size at 5c per sale Takes in $50.40 and has an average payout of $21.84

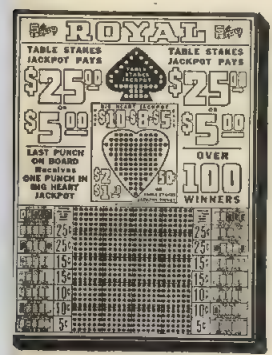
Each **$3.79**



Full O' Dough

No. 581—Full O' Dough. Here it is! The newest and latest fast selling nickel board with slot machine style tickets and plenty of tempting consolation awards that keeps the player punching. Features new smash hit double jackpot. Supplied in 1200-hole thick size at 5c per sale. Takes in $60.00 and has an average payout of $31.55

Each **$3.80**



Royal

No. 4419—Royal. A smash hit that is packed with player appeal for faster sales and bigger profits. Features plenty of winners—over 100. Has ever popular poker hand style tickets that make this board a sure hit and a big money maker. Supplied in 600-hole size at 5c per sale. Takes in $30.00 and has average payout of $16.83.

Each **$2.25**

Statue of Liberty

No. 4478—Statue Of Liberty. A flashy patriotic board that reaches a new high in player appeal. Has number tickets and features jackpot which punches out completely. Made in 600-hole size at 5c per sale. Takes in $30.00 and has definite payout of $16.00.

Each **$1.65**

Barrels of Jack

No. 456—Barrels of Jack. A fast selling 600-hole board at 5c per sale Winners repeat five times and give plenty of action Takes in $30.00 and pays out $15 35.

Each **$1.75**

★ TO RETAIL FOR... 50c

THE SENSATIONAL

POW'r POP PISTOL

Beautiful, Colorful Plastic!
★ Shoots Corks Accurately!
★ Emits a Resounding "POP"!

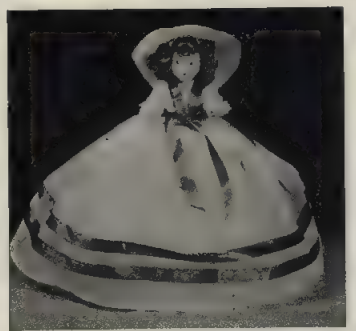
Yes, this *IS* a sensational item! And the price, 50c retail, makes it the hottest thing on the market today! Precision built—barrel and stock of heavy plastic, in beautiful colors! Powerful action, straight-shooting, yet absolutely harmless! Smartly boxed—packed 36 boxes to a carton. Big demand! Order now!

A WINNER!
POWER HOUSE
JUNGLE SHOOT

The automatic shooting game with the thrill of big game hunting. Wild animals pop up as rapidly as you shoot them down. Comes complete with Pow'r Pop P'stol and generous supply of corks. A great game! A great seller! A great money maker!

KELMAR *Corporation* 2169 S. 1st Street • Milwaukee 7, Wis.

JOIN THE PARADE



"SCARLETT"—One of the 12 new, unbreakable all plastic dolls . . . 8" TALL. New members of the MARCIE Family.

WRITE FOR ILLUSTRATED FOLDER

EVERYBODY'S DOING IT

SEE THE

MARCIE

LINE

AMERICA'S MOST EXQUISITE COSTUME DOLLS

AND LEARN WHY

MARCIE DOLLS ARE MADE IN THREE SIZES

15"	12"	8"
With Moving Eyes, Elaborate American Gowns	Foreign Costumes 18 Countries Represented	Made of Unbreakable Plastic Gorgeous Costumes

A. & H. DOLL MFG. CO.

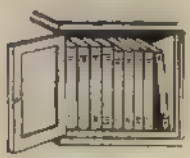
48-14 43rd AVENUE, LONG ISLAND CITY 4, N. Y.

For the Best In Radio.. Buy *Aircastle

Modern 3-Wave Radio And Automatic Record Changer

139.50

only $11 Monthly



Enclosed section for your records

10–12-in. disc automatic changer

- **Lovely to look at**—Contemporary-Modern, 31x31x18 in. size; hand-rubbed reddish-brown mahogany finish
- **Precision performance**—6 tubes (5 tubes plus rectifier) give 8-tube performance—flawless clear tone
- **New REFLEXOGRAPH dial lighting** (looks like neon or phosphorescent) under non-break PLEXI-GLASS
- **3-Band Std. broadcast**—535 to 1720 K.Cs. Short wave 1.68 to 5.85 megacycles and 5.45 to 18.3 megacycles
- **10-in. permanent-magnet dynamic speaker**; built-in antennae; for 105-125 volts, 60 cycle, AC only
- **Underwriters' approved** rust-resistant chassis; rugged construction; precision workmanship throughout
- **Automatic record changer** intermixes both 10 and 12 in. records—automatic stop after last record play
- **Handles new plastic record**—permanent type needle installed—no change-over shifting required

876J 570. Shipped by freight (75 lbs.) **139.50**

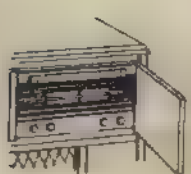
Open view of radio-phonograph

ADD AN AIRCASTLE* RADIO TO YOUR TIME PAYMENT ORDER

Standard And F.M. Broadcast Mahogany Radio-Phonograph

139.50

only $11 Monthly



Large illuminated slide rule dial

10–12-in. disc automatic changer

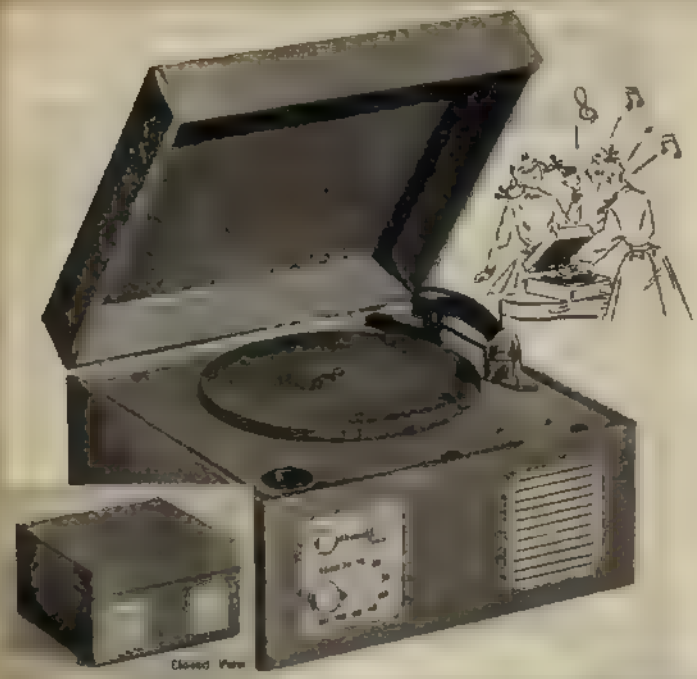
- **Standard broadcast** 540-1600 KCs or F.M. (static-free 88-108 megacycles . . . Armstrong and RCA licensed)
- **7 latest RCA licensed low-drain tubes** plus heavy-duty selenium rectifier; Iron Core I.F. transformer
- **Built-in sensitive high-gain AM-FM antennae** eliminates need for external antennae in most locations
- **Switch-type tone control boosts bass, treble or both**; radio operates on 105-125 volts 60 cycle AC only
- **Record changer in pull-out drawer** plays 10 12-in. or 12 10-in. records at a load. Lightweight pickup arm.
- **Polished Mahogany cabinet**, 32x34x18 in.

876J 568M Shpd. by frt (80 lbs.) **139.50**

Outside FM antennae for better reception over 20 to 50 miles from station 60-ft. transmission line included **A76J 1386M.** Instructions included. (6 lbs.) 4.95

*T.M. REG. U. S. PAT. OFF.

New Low Prices On Famous AIRCASTLE*



Budget Special Radio-Phonograph

28.50

only $5 Monthly on Time Payments

- *Latest type Superheterodyne Circuit*
- *6-tube performance—4 tubes, 1 rectifier*
- *Powerful 4½ in. P.M. dynamic speaker*
- *Tunes in standard broadcast stations*
- *Plastic-treated, smart, easy to read dial*
- *Phonograph plays 10 or 12 in. records*
- *Lightweight pickup arm —easy on records*
- *Durable needle for maximum "plays"*
- *Brown case—washable simulated leather*

"Just what I wanted" is the shout you'll hear Christmas morn if it's this new Aircastle radio-phonograph you're giving. (And Spiegel's low price makes it easy to play Santa Claus!)

Only $28.50 . . . and packed with value features. Those listed above are just a few of the more outstanding! Tubes are RCA licensed . . . new superheterodyne circuit is RCA and Hazeltine licensed. Built-in loop antennae brings in standard broadcasts 540-1600 KCs; 105-125 volts, 60 cycles; AC only

Streamlined size: 14x13½x7¾ in. high. Order now . . today! Shpd. by frt. or exp.

B76J 513 Radio-Phonograph (12 lbs.) **28.50**

In Walnut Finish **18.50**

In Walnut Finish **33.50**

Low-Priced Plastic Table Model

- *Handsome streamlined cabinet full size table model*
- *Illuminated slide rule dial—standard band 540-1720 KCs*
- *6-tube performance for your greater listening pleasure*
- *4 tubes (2 tubes are dual purpose) plus 1 rectifier*
- *Latest type, 5-inch P.M. speaker—powerful clear tone*
- *Built in antennae —efficient automatic volume control*
- *Selective superheterodyne circuit clear station pickup*
- *Supersensitive, selective Iron core I.F. transformer*

Look again at this dandy Christmas buy! Priced for savings—yet it gives the remarkable performance you'd expect from a much higher priced set. Operates on 105-125 volts AC-DC. **Full size:** 10¾x6x7¾ in. high. Shpd. by frt. or exp. Buy now!

B76J 346. Walnut-Finish Plastic. Shpg. wt. 10 lbs. **18.50**

B76J 347 Ivory-Finish Plastic. Shpg. wt. 10 lbs. **19.45**

Non-Static, With F.M.

- *Special feature! Receives FM and Standard broadcasts*
- *Frequency Modulation (FM) on new 88-108 megacycle band*
- *Static-free reception, if near an F.M. radio station*
- *Standard broadcast tuning range: 540-1600 Kilocycles*
- *Powerful 5-in. P.M. dynamic speaker with Alnico magnet*
- *6 tubes plus 1 rectifier; built-in sensitive antennaes*
- *Full-size model, 12½x6¾x8 in. high, plastic cabinet*
- *Operates on AC-DC, 105-125 volts, 50-60 cycles*

No static! Higher fidelity and tone! Features never before found in a TABLE model—now at this low price! "Frequency modulation" is the secret. Enjoy it today! (Order outside F.M. aerial on Page 123 if you live over 20 to 50 miles from F.M. station.)

B76J 350. Walnut Finish. Shpd. frt. or exp. (16 lbs.) . . **33.50**

B76J 351. Ivory Finish. Shpd. frt. or exp. (16 lbs.) **34.95**

*T. M. Reg. U. S. PAT. OFF.

Sterling Silver Tea and Coffee Services by Alvin

CHASED ROMANTIQUE TEA SERVICE *(above)*

Alvin's superb "Chased Romantique" Tea and Coffee Service in substantial weight, solid Sterling silver. Fashioned by master silversmiths . . . a service of true heirloom quality. Chased Romantique banded, urn-shaped bodies have stylized floral and leaf embellished handles and spouts . . . matching finials. The gracefully shaped coffee pot holds 2¾ pints, is 10¾ inches high. The tea pot hold 2½ pints. Both have insulated, heat-proof Sterling handles, hinged covers and graceful pouring spouts. Mounted on Sterling tip-proof bases. The large, matching, substantial weight Sterling Waiter is 22¼ inches long, well 17⅜ inches. Service in Grey finish, oxidized border. You may order individual pieces as well as complete service.

31138 M12125	Coffee Pot. Retail Price	$162.50
31139 M11850	Tea Pot. Retail Price	158.50
31140 M7150	Sugar Bowl. Retail Price	75.85
31141 M4995	Cream Pitcher. Retail Price	66.65
31142 M2850	Waste Bowl. Retail Price	37.50
31143 M32650	Coffee and Tea Service (Above Five Pieces)	521.00
31144 M20250	Sterling Waiter	291.65

STERLING SILVER TEA SERVICE. COLONIAL DESIGN *(below)*

Six heavy solid Sterling silver pieces. Butler finish. The authenticity of design and master craftsmanship of Early Colonial silversmiths is captured for you by Alvin—world renowned makers of fine Sterling—in this outstanding silver pattern. It lends itself elegantly to any style engraving. The graceful coffee pot is 10 inches high, holds 2¾ pints. The tea pot has 2½ pints capacity. Both have insulated, heat-proof Sterling handles, hinged covers and graceful pouring spouts. The generous-sized sugar bowl has removable cover. All pieces mounted on Sterling tip-proof bases. Large substantial weight Sterling Waiter, length 22⅛ inches, well, 17⅜ inches. You may order individual pieces as well as complete service.

31101 M7182	Coffee Pot. Retail Price	$95.85
31102 M6875	Tea Pot. Retail Price	92.00
31103 M3750	Sugar Bowl. Retail Price	50.00
31104 M2825	Cream Pitcher Retail Price	37.50
31105 M1250	Waste Bowl. Retail Price	16.70
31106 M20160	Coffee and Tea Service (Above Five Pieces)	292.00
31107 M16500	Sterling Waiter	237.50

Character and quality are Paramount in every American Character Doll.

Write for Catalog...AMERICAN CHARACTER DOLL CO., 200 FIFTH AVENUE, NEW YORK

RAPAPORT BROS. *introduces..*

The NEW and Spectacular QUIZ KIDS ELECTRIC QUIZZER

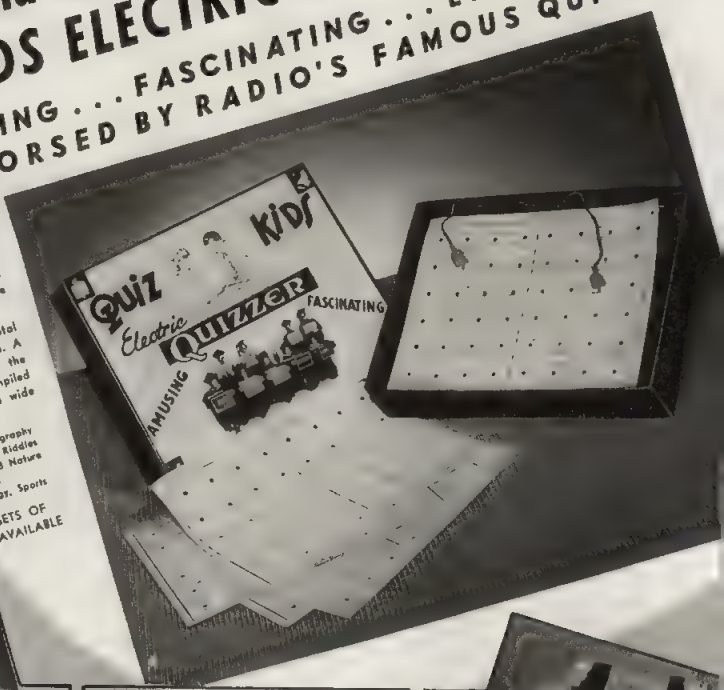
IT'S AMUSING . . . FASCINATING . . . EDUCATIONAL AND ENDORSED BY RADIO'S FAMOUS QUIZ KIDS

NOW IN FULL PRODUCTION . . . NO BUYER CAN AFFORD TO PASS UP THESE POSITIVE MONEY MAKING SETS! Place your orders EARLY for this "Sure to Sell" game! It's beautifully packaged in an attractive 4-color lithographed display box.

Each set contains 5 cards with a total of 120 questions and 120 answers. A magic electrical buzzer acts as the judge! All the questions were compiled by the Quiz Kids and cover a wide variety of subjects including:

U. S Geography
Army & Navy
Art & Science
World History
American History
World Geography
Music and Riddles
Poetry and Nature
The Bible
Mythology, Sports

ADDITIONAL CARD SETS OF DIFFERENT SUBJECTS AVAILABLE



BURN-RITE WOODBURNING SETS AND ACCESSORIES

Available in seven models. Each set contains guaranteed Burn-Rite Pen. The air-cooled electric sets are UL approved . . . handsomely packaged . . . and are proved sellers on toy counters from coast to coast.

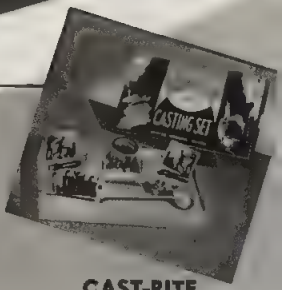
No 4700—Junior Burn-Rite Set.
No. 4702—Standard set. Contains Placquest, sandpaper, metallic foil
No 4703—Special set. With special accessories
No 4704—Senior set
No. 4705—Deluxe Combination set.
No. 4710—Master Deluxe Combination set.
No. 4780—Leather Decorating set.

Send for circular listing complete line and accessories.

RAP-A-TAP METAL TAPPING OUTFIT

Net No. 3108—Set includes 6 non-tarnishing bright metal Placques with designs imprinted. Also six ready to mount plywood backings. Wall constructed hammer, sturdy Tapping Tool and Nails. Beautifully lithographed display box 18½ x 7½ inches.

Send for circular listing entire line and accessories.



CAST-RITE CASTING SET

Available in three models. Each outfit compl and includes mold machine fitted for perf casting. A full line of "repeat sale" accessor also available.

No. 4706—Electric set. Eye-appealing display b
No. 4707—Combination Electric and gas set.
No. 4708—Junior set.

Send for circular listing entire line and accessori

Thank You, Mr. Buyer

Our sincere thanks and appreciation
to you, who by your loyalty and consistently
increased orders have made the

MARCIE DOLL

America's outstanding costume doll line

Prices and descriptive folder on request

A&H DOLL MANUFACTURING CO.

48-14 43rd Avenue — Long Island City 4, N. Y.

Hit of the year

and the orders keep pouring in—

TO MAKE SURE OF YOURS

ORDER NOW!

THE SENSATIONAL, NEW

APACHE

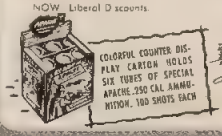
Dual Caliber, Super Power BIG .250 CAL. AND .175 CALIBER AIR RIFLE

Big and powerful, beautifully balanced and accurately rifled in tempered steel and brass, superbly finished. America's FIRST Dual Caliber Air Gun, proved in principle in aerial gunnery and target use, is now being delivered in quantity through this country's most outstanding wholesalers to a sport loving nation in time for big business this fall.

Uncondi tionally guaranteed on a lifetime factory basis, the Apache Air Rifle sports tremendous power, rifled barrel accuracy with smashing BIG CALIBER ba llistic impact for small game and target practice. "Foolproof" safety lock, adjustable sights — AND ITS TWO BARRELS AND DUAL CALIBER MEAN *TWO GUN PERFORMANCE AT ONE LOW PRICE!*

Length 36½". Weight 5 lbs. Individually Boxed in Display Cartons. Packed 5 x Per Shipping Case. Weight Per Case 40 lbs. BACKED BY AMERICA'S LARGEST AIR RIFLE AD CAMPAIGN.

See Apache Advertising in SATURDAY EVENING POST, HUNTING AND FISHING, SPORT, F.E.O. AND STREAM, OUTDOOR LIFE, SPORTS AFIELD, AMERICAN RIFLEMAN and 19 BIG TRADE MAGAZINES. Over 19 Million ads—over 73 Mil on Readers. GET YOUR ORDER IN NOW. Liberal Discounts.



NATIONAL CART CORPORATION

230 EAST COLORADO STREET
PASADENA 1, CALIFORNIA
RYAN 1-6545

Hold Everything!

HERE COMES AMERICA'S FINEST PRECISION HAND GUN

THE *NEW*

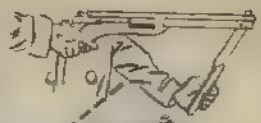
APACHE

.250 CAL. AIR PISTOL

SEND FOR FREE BOOKLET

Lifetime Gifts All Sportsmen Prefer

BUY YOUR GUN ON CONVENIENT TIME PAYMENTS
SEE PAGE 185



Genuine Hycar Pump heads built up pressure For instant use.

23.45

Apache Dual Caliber, Dual Barrel Air Rifle. One barrel shoots big 250 caliber shot—packs a real "wallop" for small game hunting or target practice. Other barrel shoots 175 or B.B.s for economical fun! Sturdy and powerful, well balanced and precision rifled. Tempered Steel and Brass. Blade front sight, sporting rear sight adjustable for windage and elevation. With tube of 100 250 cal ball shot in rifle butt compartment. Weighs 8 lbs.
A50J 1419M. Length 36½ inches. Postpaid **23.45**

Special built-in rifle butt case holds 100 250 cal ball shot.

20.95

Springfield Model 238 20-Gauge 3-Shot Repeater. A fast shooting, [illegible] priced amazingly low. 26-in [illegible] choke tapered Steel barrel chambered for 2¾ inch shell. 3 shots, 1 in chamber and 2 in detachable clip magazine. Positive independent safety. One-piece Walnut finished pistol grip stock. Hard composition butt plate. Weighs only 6¼ lbs.
A50J 1028M Shpg. wt. 8 lbs. 4 oz. **20.95**
A50J 1920M Extra 3-Shot Magazine for Above. Postpaid . . . **1.65**

75.70
or $7 monthly

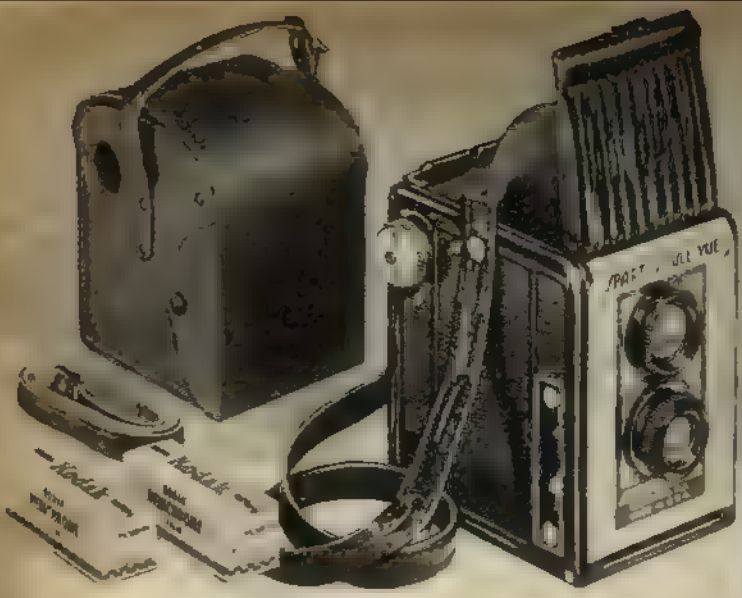
Marlin 12-Gauge Over-and-Under Shotgun. Improved, popular priced over-and-under shotgun with all the speed and power of a double barrel gun and the sighting ease of a single barrel gun! 12 gauge, upper barrel full choke, lower modified. Proof-tested and patterned special Steel barrels with matted sight line. Beautifully proportioned, perfectly balanced. Hammerless, automatic safety. Weighs 7½ lbs. Chambered for 2¾-inch shells.
A50J 990. 30" Barrel. . . . . Postpaid **75.70**

94.40
or $8 monthly

Browning 5-Shot Automatic Shotgun. Most popular automatic shot [illegible] For [illegible] shell shorter [illegible] sight line eliminate glare. Solid locking breech. Takes standard 2¾-inch shells. 5-shot magazine. Plug included to conform to game law. Cross bolt safety. Selected Walnut checkered pistol grip stock. No extra charge for time payments. Weighs 8 lbs.
A50J 1120. 12-gauge 30" full choke. Postpaid. **94.40**
A50J 1122. 16-gauge. 28" full choke. Postpaid. **94.40**

"Mi-Shot" for Apache Rifle. Special .250 big caliber ball shot for heavyweight power and accuracy with your Apache! Order yours today! Postpaid.
A50J 1479M 500 for 2.49

.22 Long Rifle Cartridges. Lubricated pure Lead bullet. Smokeless powder. Shipped by freight or express only.
B50J 1502 50 per box
4 boxes Shpg. wt. 2 lbs. **1.98**
10 boxes Shpg. wt. 5 lbs. . . . **4.65**



See the Entire Picture Before You Snap It!

SPARTUS FULL-VUE CAMERA only **9.45**

- √ *You See Picture Actual Size right side up with This Reflex Type Camera*
- √ *Clear Fixed Focus Twin Lenses*
- √ *Sturdy Black Plastic Case*
- √ *Cover Open is Light Shield; Cover Closed Protects Ground Glass Screen*
- √ *Lever for Snapshot or Time Exposure*

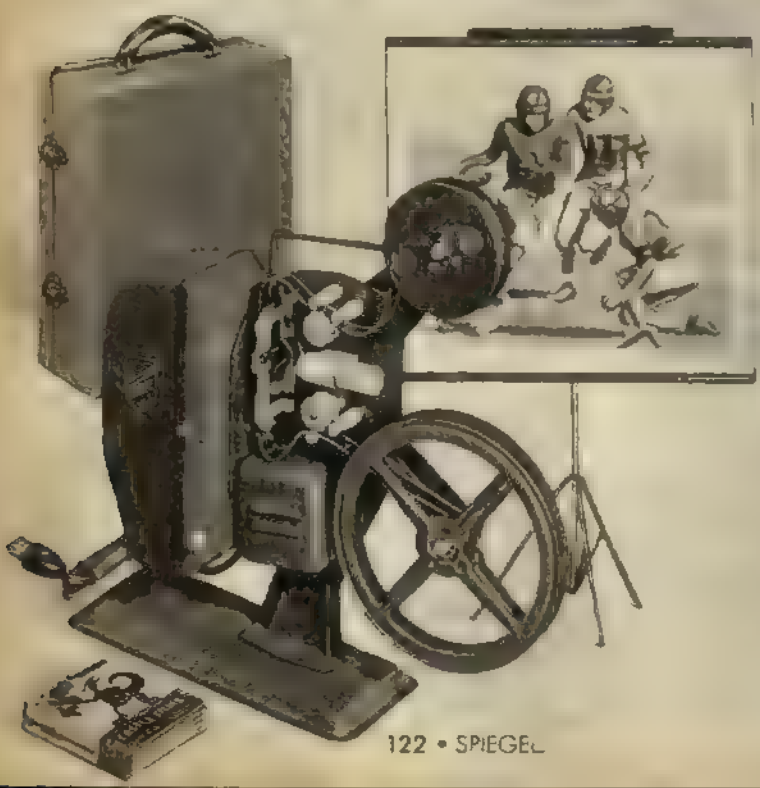
Actual Size Full Vue Camera Photo—2¼" x 2¼"

It's easy to take good pictures with this new Full Vue Camera! Look into the bright ground glass screen and see the exact full size picture you get when you snap and develop it. New hinged back swings open for quick easy loading. All exposed metal parts have Chrome finish. Uses 120 or B2 film. Gives 12 size 2¼ x 2¼-inch pictures per roll of film. With shoulder strap.
V55J 3260M Order now at this amazing low price. Shpg. wt. 2 lbs. ... **9.45**

Full-Vue Camera Above with 2 Rolls of Kodak Film Size 120.
V55J 3262M Place your order today! Shipping weight 2 lbs. 2 oz. . . **10.10**

Everready Carrying Case for Above Camera. Rich brown simulated leather, sturdily reinforced. With combination shoulder and hand strap. Strong, long lasting.
55J 3261M A real buy at this low price. Shipping weight 12 oz. **2.75**

Movies in Your Home — Fun for Everyone!



Beginner's Home Movie Outfit **21.95**

- *16MM DeBrite Movie Projector*
- *Simulated Leather Carrying Case*
- *40 x 40-inch Projection Screen*
- *Roll of Castle Film Subject*

The perfect gift for young movie fans. Brings movies right into your home! It's easy to operate!
16MM DeBrite Projector has patented flickerless shutter. 2-inch precision ground focusing lens. 110-120 Volts, 60 cycle AC only, constant speed motor has oilless bearings. Takes up to 400 foot 16MM reels. Adjusts for raising and lowering image on screen. Carrying handle. Brown crackle finish. Complete with 120-Watt projection lamp, one 16MM 400-foot reel and 6-foot extension cord.

Sturdy Carrying Case. Pressed board covered with embossed simulated leather. Carrying handle.

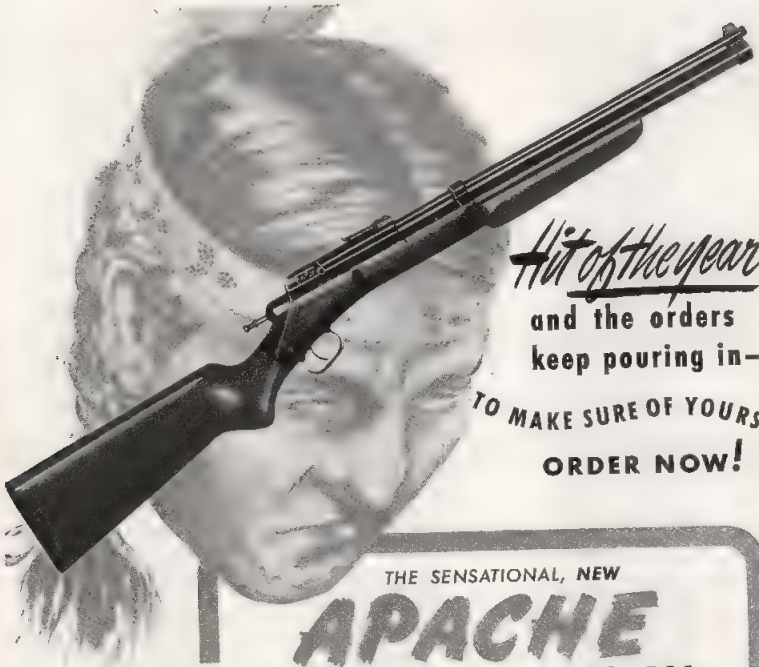
40x40-Inch Screen is excellent for both color and black-and-white. Tripod stand extends to 6½ feet. Collapses into compact unit.

Roll of Castle Film to start you off. Highly entertaining late release. 100 foot roll.

Order your outfit today! You save money on this amazing low priced value.

A55J 3045. Shpg. wt. 13 lbs. Mailable... **21.95**

ORDER ON CONVENIENT TIME PAYMENTS — SEE PAGE 185 FOR CREDIT TERMS



Hit of the year

and the orders keep pouring in—

TO MAKE SURE OF YOURS

ORDER NOW!

THE SENSATIONAL, *NEW*

APACHE

Dual Caliber, Super Power BIG .250 CAL. AND .175 CALIBER AIR RIFLE

Big and powerful, beautifully balanced and accurately rifled, in tempered steel and brass, superbly finished, America's FIRST Dual Caliber Air Gun proved in principle in actual gunnery and target use, is now being delivered in quantity through this country's most outstanding wholesalers to a sport loving nation in time for big business this fall.

Unconditionally guaranteed on a lifetime factory basis, the Apache Air Rifle sports tremendous power, rifled-barrel accuracy, with smashing B.B. CALIBER ball ammunition for small game and target practice. Tool-proof safety lock, adjustable sights — AND ITS TWO BARRELS AND DUAL CALIBER MEAN *TWO GUN PERFORMANCE AT ONE LOW PRICE!*

Length, 36½". Weight 5¼ lbs. Individually Boxed in Display Cartons. Packed 5 to Per Shipping Case. Weight Per Case 40 lbs. BACKED BY AMERICA'S LARGEST AIR RIFLE AD CAMPAIGN

See Apache Advertising in SATURDAY EVENING POST, HUNTING AND FISHING, SPORT, FIELD AND STREAM, OUTDOOR LIFE, SPORTS AFIELD, AMERICAN RIFLEMAN and 19 BIG TRADE MAGAZINES. Over 19 Million ads — over 73 Million Readers. GET YOUR ORDER IN NOW — Liberal Discounts

COLORFUL COUNTER DISPLAY CARTON HOLDS SIX TUBES OF SPECIAL APACHE 250 CAL. AMMO RITION 100 SHOTS EACH

NATIONAL CART CORPORATION

234 EAST COLORADO STREET
PASADENA 1, CALIFORNIA
RYAN 1 6545

Hold Everything!

HERE COMES AMERICA'S FINEST PRECISION HAND GUN

THE NEW

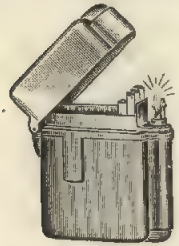
APACHE

250 CAL. AIR PISTOL

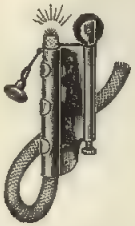
SEND FOR FREE BOOKLET

SMOKERS' GOODS and LEATHER NOVELTIES

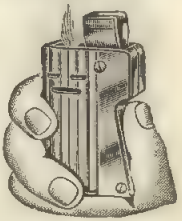
Cigarette Lighters
Lighter Fluid



No. 1190—Combination Cigarette Case and Lighter. Here it is!! A cigarette case and a lighter, all in one. Simple to use—take out a cigarette, flip the wheel and, presto, you have a light. Case is made of durable plastic in assorted two-tone colors. Fitted with a reliable sure-fire lighter that provides plenty of lights between refills. Made to hold a full pack of regular size cigarettes.
Each ..... **70¢**
Per dozen **$8.00**



No. 1185 — Bowers Army-Navy Lighter. A new cigarette and pipe lighter. Fluidless! Flameless! Windproof! Thrives on wind—the harder it blows the brighter it glows. Needs no fluid—has a special long lasting 12-inch wick that requires no refilling. Another feature is the automatic self adjusting flint mechanism. Easy to use, too. Simply raise the bail upward to expose the wick which is ignited by a flick of the wheel. Put up one dozen on display card.
Per dozen **$1.80**



No. 1191 — Atomic Windproof Lighter. Finished in beautiful chrome, this eyecatching lighter is really something to behold. Manipulated by a simple pressure of the thumb, makes it speedier and handier than the standard wheel type lighter. With all its other features, it is also windproof and insures a steady light in the heaviest wind. Small, easy to carry around. Fitted with extra large long lasting flint that produces instant lighting.
Each **$1.80**

No. 3953 — Bowers Pipe Pal Cleaner. A pipe smoker's accessory with a multitude of uses. Consists of spoon shaped reamer for pipe bowls, 2-inch needle shaped reamer for clogged pipe stems and bits and 1½-inch pen knife blade. Made of finest quality steel, spoon has gun metal finish while blade and needle reamer are finished in sparkling nickle plate. Overall length, 2½ inches.
Per dozen **$1.95**

No. 3819—Pipe Cleaners. Every pipe smoker is a prospective customer for these genuine Sir Walter Raleigh pipe cleaners. Aids in reviving ailing pipes and promotes sweet smoking for greater satisfaction. Cleaners are made of a generous fluff of highly absorbent material. Full 6-inch length that does a swell job on all pipes. Put up 12 cleaners in a bundle and 100 bundles in a carton.
Per carton of 100 bundles..... **$1.75**

No. 1609 — Kwik-Lite Lighter Fluid. A smokeless and odorless quick-igniting lighter fluid in can container. Can be controlled from a drop to a stream—prevents waste. Has screw type cap eliminating evaporation. Contents of can, four ounces. Packed two dozen in carton.
Per carton of 24 ..... **$1.80**

No. 1174—Pipe Cover. The pipe accessory that outdoor men cannot get along without. Fits all pipe bowls and prevents tobacco from blowing away. Made of highest grade, heavy durable steel. Features a spring clamp, easily operated by extending levers.
Per dozen **$1.00**

No. 879—Leather Key Container Assortment. Here is the compact key case for pocketbook, vest pocket or automobile. Constructed of fine quality, genuine leather in three very attractive colors—red, blue and green. Will hold up to seven keys conveniently. Keys open out like the blades of a knife, for quick selection. Has leather insert fasteners. One dozen on display card.
Per card ..... **75¢**

No. 935—All-Leather Luggage Tags. Safeguards luggage against accidental loss. Made of smooth tan durable leather throughout with matching leather strap and sturdy metal buckle. Features heavy stitched edge and has identification card protected by waterproof transparent insert. One dozen on sales compelling card.
Per card **$1.25**

No. 854—Tourist Bag Tags. Same size and style as above but features a genuine leather front with a durable leatherette composition back. Packed one dozen on display card.
Per card ..... **75¢**

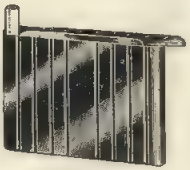
No. 873—Auto Key Case. A new case, well made of genuine leather in a smooth grained finish. Features latest patented holders on ends, and sturdy gilt snap fastener. Holds up to seven keys, three on each holder as illustrated. Designed to hold any size automobile keys made. One dozen in display card.
Per dozen ..... **75¢**

Cigarette Cases

No. 4225 — Cigarette Package Holder. A popular holder that accommodates a full package of cigarettes. Preserves freshness and prevents crushing. Simply slip the entire package, wrapper and all, into the holder and it's ready for use. Beautifully made of assorted grained leathers with reliable metal zipper closure for added value.
Per dozen **$1.95**

No. 1182—Plastic Cigarette Package Holder. A smartly styled case that is amazingly convenient. Protects cigarettes against accidental crushing and preserves factory freshness. Ultra modern in smart stylish design with eye catching beauty, it has an artistic ribbed motif on the sides and top Well made of durable plastic in a myriad of assorted appealing colors that promote faster sales. Holds a full pack of regular size cigarettes.
Per dozen **$1.20**

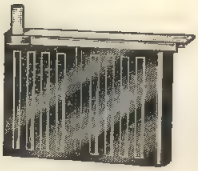
No. 1175—Plastic Cigarette Package Holder. A lovely and practical cigarette package holder that is exceptional in its field. Gracefully molded in lustrous marble effect durable plastic of assorted colors featuring a ribbed pattern in modern design. Conveniently holds a regular size pack of cigarettes.
Per dozen **$2.80**



No. 1186—Bakelite Cigarette Case. A smartly styled case that is amazingly convenient. Newest wafer thin design that is not bulky to carry in pocket or purse Crafted of lustrous jet black Bakelite it preserves the factory freshness of cigarettes and prevents harmful crushing When the lid is slid back, up pops a cigarette, just as firm and fresh as when you put it in the case Handy in size for men or women, it holds ten regular size cigarettes
Per dozen ... **$2.80**

No. 1194 — Plastic Cigarette Case. Accommodates a full pack of regular size cigarettes. Protects against accidental crushing and preserves factory freshness. Made of plastic, molded in a new ultra modern ribbed design with a hinged tip-style lid of tortoise-like plastic. In assorted opaque and transparent colors Width, 3½ inches.
Each ..... **40¢**
Per dozen **$4.00**

No. 1158—Plastic Match Box Holder. Just the thing for cigar stores, novelty shops, drug stores, etc. Sells fast because everybody buys 'em Holds full book of safety matches. Molded of bright plastic in assorted gay colors with contrasting embossed figure on lid. Has open space for striking surface for added convenience. Size, closed, 1¾ x 2¼ inches
Per dozen ..... **80¢**
Per gross **$9.00**



No. 1193—Pop-a-cig Cigarette Case. Styled for use by men o' women, it holds a full pack of regular size cigarettes Well made of durable black plastic with a sliding chrome plated metal top Each cigarette has its own individual protecting compartment that preserves freshness, prevents crushing Eliminates loose tobacco Last cigarette emerges as round and firm as when packed Each packed in attractive display box.
Each **$1.50**

No. 1176—Vuedex Plastic Cigarette Case. The ideal cigarette case that is smart for personal or home use. Durably and attractively made of transparent plastic in lovely red or blue shades and ribbed in an ultra modern pattern. Holds 20 regulars, size cigarettes, each one protected from air, moisture, and crushing Drop lid simplifies dispensing
Each ..... **40¢**
Per dozen **$4.00**

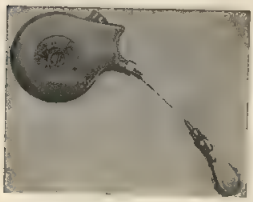
No. 1198—Cigarette Lighter. Features easy-to-load strong spring tension flint chamber Just a flick of the thumb and a powerful spark is produced to ignite the long lasting wick. Has long snuffing arm to safeguard against smoldering wicks. Large fuel capacity. One filling will last a week or more under ordinary usage. Height, 1¾ inches; width, 1⅛ inches
Per dozen **$2.75**
Per gross **$32.00**

No. 1167 — Humidor Cigarette Package Holder. A cigarette case that not only prevents crushing, but also preserves that precious moisture. Has a tiny concealed humidor moistener in the lid, a feature never before found in a cigarette case The easy operating spring actuated lid instantly snaps open with a slight thumb pressure. Well made of durable resilient plastic in attractive two-tone solid, and transparent colors. Holds a full pack of regular size cigarettes.
Per dozen **$1.60**

No. 1179—Plastic Cigarette Package Holder. Tops 'em all in serviceability and appearance Sturdily made in graceful modern style of durable lustrous plastic in assorted solid tone or marble-effect bright colors. Holds regular size pack of cigarettes.
Per dozen ..... **85¢**

No. 1166 — Plastic Cigarette Package Holder. A new, lightweight very attractive holder that appeals to any smoker because it keeps cigarettes fresh longer and prevents crushing loose cigarette ends, etc. Made of tough, flexible, translucent plastic that's almost unbreakable. Has pleasing design on all sides of case and features tight-fitting cover. Holds regular size pack of cigarettes and comes in assorted colors.
Per dozen ..... **85¢**

TOY NEWS AND NEW TOYS



The Grandon Company's Leash

LEASHES FOR TODDLERS

A new leash of special interest to parents of toddling tots is announced by the M. R. Grandon Company of Los Angeles. It is ReeLeash, a new reel-type leash which features push button control and a flexible no-kink stainless steel cable. Originally developed as a dog leash, it offers particular advantages to mothers who use the practical harness method of keeping their wandering child in check. It is especially pleasing to parents because its lightweight but strong cable gives perfect control yet does not make the little guy or gal appear to be a shackled prisoner or a chain gang laborer. ReeLeash is a featherweight all metal reel which fits comfortably in the palm of your hand and allows you to regulate the length of the leash with a simple touch of the control button. It adjusts to your needs, locking at any desired length within a range of five feet. Thus, there is no drag, tangle, or trouble. It is lightweight and compact and you can carry it in your pocket or purse. The flexible no-kink stainless steel cable has a tested strength of 300 lbs. and there's a heavy duty snap hook with a strong steel spring which easily snaps on or off the connecting ring of the harness. The entire unit is designed for lifetime durability, with the reel housing made of indestructible alloy tough enough to take plenty of hard knocks. ReeLeash is a handsome handful finished in lustrous chrome. Packaged in a smart-looking two tone gift box, it sells for $4.95. Details are available from the M. R. Grandon Company, 620 N. Doheny Drive, Los Angeles 46, California.

SHAW SHOWS FUR TOYS AT BRESLIN

T. B. Shaw Company, representing the New England Toy Manufacturing Company of Bridgeport, Connecticut, announces the opening of a permanent New York display room in the Breslin Building, Room 137, 1186 Broadway, New York. This firm is showing a complete line of high grade stuffed fur animals. The manufacturers point out that only the better grades of sheepskin and genuine lambskin are employed in the manufacture of these creations. In addition to their artistic designs, these items give evidence of painstaking care in their manufacture down to the minutest detail. Just about every imaginable type of popular stuffed toys seems to be included in their extensive 1947 line which is now being displayed in New York City for the first time.

JAMESTOWN SPECIALTY APPOINTS SALES MANAGER

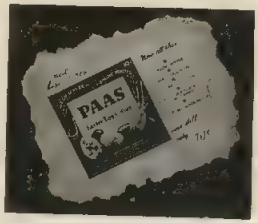
Announcement has been made by Joseph C. Bancroft, President of Jamestown Specialty Mfg. Co., Inc. of Jamestown, New York with salesroom and executive offices at 370 Lexington Avenue, New York City, of the appointment of Ralph W. Sterling as vice president and sales manager. Mr. Sterling, a graduate of Ohio State, also studied at Purdue and the University of Akron. Following a broad business experience with leading corporations, he enlisted in the Navy and was honorably discharged after three years' service with the rank of Lt. Commander. For the past year and just prior to joining Jamestown Specialty, he served as sales manager and secretary for a Massachusetts manufacturer.

This firm, a subsidiary of Croft Steel Products, Inc., has been manufacturing steel products for over a quarter century and since 1945 has been manufacturing quality scooters of three distinct types. New manufacturing equipment and improved production methods will substantially increase the plant's capacity in 1947. The company plans to exhibit at the Toy Fair five additional products, three of which will be wheel goods items. It is expected that within the next few weeks agents will be selected throughout the entire United States, Canada and for export markets.

Kesin Molded Products Offers Tenite Pistol

NEW DICK TRACY PLASTIC PISTOL

Young comic-strip fans are acclaiming the new Dick Tracy pistol molded of tough Tenite plastic. A replica of the gun Tracy uses in pursuit of dastardly funnypaper characters, the toy has a realistic Tenite trigger which, when pulled, snaps an enclosed metal band in imitation of a pistol shot. Tenite is as hardy as the imperishable detective himself, and the pistol withstands much hard use without denting or chipping. The shiny black surface stays new-looking indefinitely. The Dick Tracy Special 38 pistol is molded by V. A. Kasin Molded Products, Hollywood, Calif., and distributed by Plastic Molded Products, Inc., Los Angeles, Calif. The Tenite used is cellulose acetate butyrate, a product of Tennessee Eastman Corporation, Kingsport, Tenn.



With Two New Features to Boast About, Paas Dye Maintains Pre-War Prices

PAAS PLANS ADVERTISING CAMPAIGN FOR EASTER 1947

More than thirty-five million ads in newspapers, Sunday supplements and women's magazines all over the country for Easter 1947 to help retailers sell more Paas Egg Dyes than ever before are part of Paas Dye Company's plans for the largest consumer advertising campaign in its history.

The ads will stress an "Egg Dipper" and a "Magic Writer" crayon, the two new extra-value features to Paas' 1947 package. Further emphasis is also placed on the fact that Paas is "Still Only 10c."

The dipper and crayon are in addition to the 6 solid color tablets, patented multicolor process and 30-odd four-color transfers of Walt Disney characters, King Features comic and typical Easter, religious and patriotic designs.

All of which means Paas is giving the consumer a complete unit for decorating Easter Eggs all in one convenient 10c package.

Paas' national advertising campaign is timed to reach the public at the peak of the Easter buying season and retailers should anticipate the increased demand for Paas by having ample stock on hand.

LAGCO INTRODUCES "OFFICIAL" TABLE TENNIS BALL

The L. A. Goodman Manufacturing Company announces the addition of the Lagco "Official" to its line of quality table tennis balls. Bearing the stamp of approval of the United States Table Tennis Association, this ball is available at no increase in price from that now effective for the top-grade U. S. Lagco Table Tennis Ball.

A precision-made product, Lagco table tennis balls have attained nation-wide distribution. Millions of these balls were manufactured for the use of the armed forces during the war, and adherence to the rigid government specifications has been carried over into the table tennis balls now being produced.

The Lagco "Official" has been designed for tournament and match play and meets all USTTA requirements as to size, weight, liveliness and roundness. First shipments of the Lagco "Official" have already been made, and this new ball is now in volume production.

IDEAL'S GEAR DRIVEN "Carcycle"

THE OUTSTANDING WHEEL GOODS DEVELOPMENT OF THE CENTURY !

Ideal

IT DRIVES LIKE AN AUTOMOBILE!

Adjustable for Children

FROM THE AGE OF 3 RIGHT THROUGH TO THE AGE OF 81

Safer! No chain or belt to catch children's clothing or hands.

Easier Riding! Because of knee-action frame suspension.

Easier Steering! Because wheels steer like an auto. Wheels turn independently of frame.

Longer Wearing. Quicker Pick-up! Because there are permanently lubricated bearings at every vital point.

- ★ ENGINEERED BY MEN FORMERLY ASSOCIATED WITH NATIONALLY FAMOUS AIRCRAFT MAKERS.
- ★ STRENGTH WITHOUT WEIGHT – BEAUTY WITH SAFETY.
- ★ LOW CENTER OF GRAVITY – BALANCED WEIGHT DISTRIBUTION MEANS SAFER, SMOOTHER OPERATION.
- ★ ENCLOSED GEAR AND SHAFT DRIVE IS STRONG AND SAFE – SPEEDY AND LONG LASTING.
- ★ MACHINED CASE HARDENED STEEL GEARS ASSURE SMOOTH, EASY OPERATION – A GEAR RATIO OF 2.8 TO 1.
- ★ A STURDY YOUNGSTER CAN REACH TOP SPEED OF ABOUT 12 MILES PER HOUR.
- ★ 18 GAUGE ELECTRIC WELDED FRAME – 1 INCH TUBING.
- ★ KNEE ACTION COIL SUSPENSION FRONT.
- ★ FULL FLOATING NEEDLE ROLLER BEARING WHEELS.
- ★ SEAT AND AIRPLANE STEERING WHEEL ADJUSTABLE.
- ★ ALL GEARS AND BEARINGS ARE PERMANENTLY LUBRICATED – QUIET OPERATION – LONGER LIFE.

IDEAL NOVELTY & TOY CO.
200 FIFTH AVE., NEW YORK 10, N. Y.

IDEAL NOVELTY & TOY CO.
200 Fifth Avenue
New York 10, N. Y.

Date .....

Please ship us via .....

"Carcycles" to retail at $44.95.
(Our usual discount prevails.)

Store Name .....

Address .....

Buyer's Signature ..... Dept. .....

Asturias

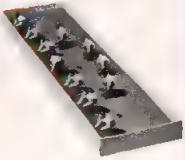
And Now . . .

Hand Painted
METAL MINIATURE
FOOTBALL PLAYERS

In Your Palm—100,000,000 Football Fans!

- YES, *EVERYBODY* FROM 7 TO 70 LOVES FOOTBALL.
- *EDUCATIONALLY* APPROVED BY TEACHERS AND COACHES.
- A *MUST* FOR ALL HOBBYISTS AND COLLECTORS.
- BOXED IN THE COLORS OF *ALL TEAMS* IN YOUR AREA.
- CASE CONTAINS 144 *BEAUTIFUL PACKAGES.*
- *SPECIFIC* COLORS ON REQUEST.

FULL TEAM



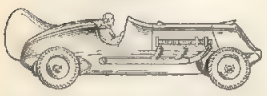
$2.95
RETAILER

SHIPPING WEIGHT APPROXIMATELY 150 LBS., F.O.B. LAREDO, TEXAS
DISCOUNTS 40%, 2% 10 DAYS. QUANTITY DISCOUNTS. 5% ADVERTISING ALLOWANCE

ORDERS MUST BE PLACED *NOW* TO INSURE FALL DELIVERY!

112 MARKET STREET — Asturias — SAN FRANCISCO, CAL.

SUPER RACER
Auburn

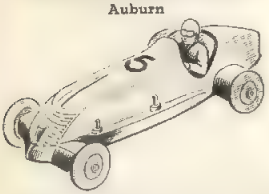


10¾ inches long, 3¾ inches wide, 2⅞ inches high. Finished in bright colors. Radiator grill, exhaust, number on hood, drivers uniform and rear panel attractively trimmed in silver. Driver has flesh colored face and hands with black goggles.

Weight per shipping carton, 28 lbs.
2 dozen in shipping carton or open stock.

5Q552—Per doz... **$12.30**
Suggested retail price $0.79 each.

LARGE RUBBER RACER
Auburn

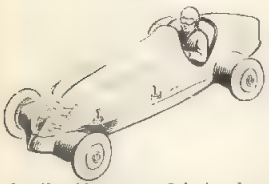


Large Racer, 6⅝ inches long. Fully decorated with contrasting silver color. Numeral on hood. Assorted colors.

Weight per shipping carton, 23 lbs.
1 dozen in box.
6 dozen in shipping carton.

5Q536—Per doz... **$4.20**
Suggested retail price $0.25 each.

SMALL RUBBER RACER
Auburn

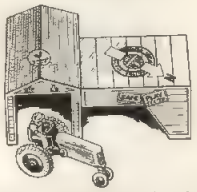


Small rubber racer, 5 inches long, 1¾ inches wide, 1½ inches high. Assorted colors.

Weight per shipping carton, 20½ lbs.
2 dozen in box.
12 dozen in shipping carton.

5Q566—Per doz..... **$1.68**
Suggested retail price $0.10 each.

TRACTOR SET

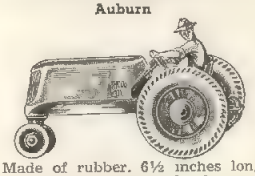


Oliver Tractor with shed and lean-to. Tractor is made of molded rubber 6½ inches long, 4¼ inches high. Assorted colored bodies with black wheels.

Weight per shipping carton, 27 lbs.
Individually boxed.
2 dozen in shipping carton or open stock.

5Q543—Per doz..... **$14.40**
Suggested retail price $1.00 each.

OLIVER TRACTOR
Auburn

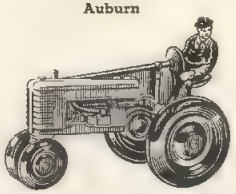


Made of rubber, 6½ inches long, 4¼ inches high. Assorted colors.

Weight per shipping carton, 20 lbs.
½ dozen in a box.
2 dozen in shipping carton.

5Q540—Dozen Net.. **$5.20**
Suggested retail price $0.65 each.

TRACTOR
Auburn



J. D. Tractor, 2 inches long, 3¾ inches high. Assorted red, blue and green colors.

Weight per shipping carton, 32½ lbs.
1 dozen in box.
6 dozen in shipping carton or open stock.

5Q560—Per dozen .. **$4.50**
Suggested retail price $0.29 each.

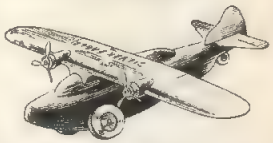
RUBBER TRACTOR

Made of heavy rubber. 4¼ inches long, 3 inches wide. Painted green with black tires.

Weight per shipping cart., 22 lbs.
1 dozen in box.
6 dozen in shipping carton.

5Q520—Per dozen... **$2.90**
Suggested retail price $0.19 each

METAL MECHANICAL AIRPLANE

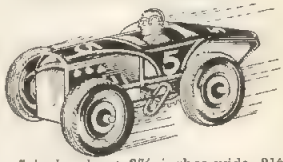


"Silver Eagle" spring motor airplane. Made of aluminum. Length 9 inches, wing spread 13 inches

Weight per shipping carton, 29 lbs.
1 in a carton.
3 dozen in shipping carton or open stock.

5W100—Per doz. . **$16.80**
Suggested retail price $1.00 each.

MECHANICAL RACER

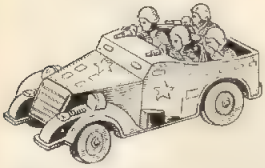


5 inches long, 2⅞ inches wide, 2½ inches high. Racing Car in bright lithographed assorted colors. Equipped with large balloon type metal wheels. Strong spiral spring motor with key attached; driver in seat.

Weight, per shipping carton 34 lbs.
1 gross in shipping carton or open stock.

C61—Per dozen..... **$6.40**
Suggested retail price $0.39 each.

SCOUT CAR
Sunruco



Miniature toy rubber scout car, 7 inches long, 3½ inches high. Assorted colors.

Weight, per shipping carton 9½ lbs.
1 dozen in shipping carton or open stock.

6V12014—Per doz.... **$9.30**
Suggested retail price $0.59 each.

1947 BUICK
Auburn

1946 Model Buick. 7¼ inches long, 3 inches wide, 2⅛ inches high. Finished in bright two-tone colors with silver bumpers, grill, windows and headlights.

Weight per shipping carton, 16 lbs.
2 dozen in shipping carton or open stock.

5Q500—Per doz..... **$7.00**
Suggested retail price $0.45 each

RUBBER SEDAN

Made of heavy rubber, 5¾ inches long, 1¾ inches wide. Painted in bright colors.

Weight, per shipping carton 11 lbs.
3 dozen in shipping carton.

6V12016—Per Doz... **$3.00**
Suggested retail price $0.19 each.

RUBBER SEDAN

Made of heavy rubber, 6 inches long, 1¾ inches high. Painted red with black tires.

Weight per shipping cart., 26 lbs.
1 dozen in box.
6 dozen in shipping carton.

5Q594—Per dozen.... **$4.20**
Suggested retail price $0.25 each.

Made of heavy rubber, 4¾ inches long, 1¾ inches high. Painted assorted colors with black tires.

Weight, per shipping carton 30 lbs.
1 dozen in box.
12 dozen in shipping carton.

5Q510—Per dozen.... **$1.80**
Suggested retail price $0.15 each.

RUBBER COUPE
Sunruco

Miniature toy rubber coupe, 4 ins. long in assorted colors.

Weight, per shipping carton 6½ lbs.
3 dozen in shipping carton or open stock.

6V12004—Per doz.... **$1.90**
Suggested retail price $0.15 each.

RUBBER BUS
Sunruco

Miniature toy rubber bus, 4¼ ins. long in assorted colors.

Weight, per shipping carton 7 lbs.
3 dozen in shipping carton or open stock.

6V12005—Per doz... **$1.90**
Suggested retail price $0.15 each.

RUBBER TRUCK

Large rubber Truck. 5½ inches long. Assorted colors with black rubber wheels.

Weight per shipping carton, 28 lbs.
1 dozen in box.
6 dozen in shipping carton.

5Q534—Per dozen.... **$4.10**
Suggested retail price $0.25 each.

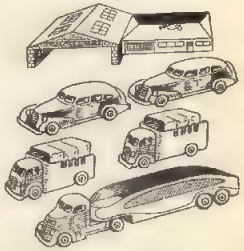
RUBBER TRUCK
Sunruco

Miniature toy rubber trucks, 4½ inches long in assorted colors.

Weight, per shipping carton 9 lbs.
3 dozen in shipping carton or open stock.

6V12003 –Per doz..... **$3.00**
Suggested retail price $0.19 each.

RUBBER CAR TRANSPORT SET

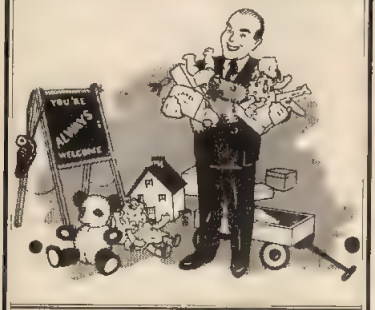


Rubber car transport set consists of: Carry Car Trailer 12 inches long, 2 Trucks 4¼ inches long, 2 Sedans 4¾ inches long in assorted colors. Lithographed box may be made into a garage.

Weight per shipping carton, 26 lbs.
1 dozen in box.
1 dozen boxes in shipping carton.

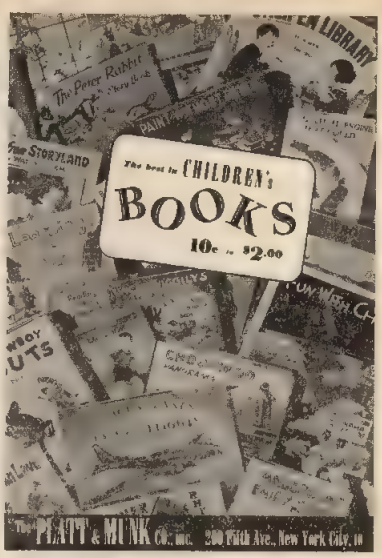
5Q509—Per dozen **$28.00**
Suggested retail price $1.75 each.

Direct Factory Representative



SAM WEISMAN

ROOM 209 NEW YORK CITY
200 FIFTH AVE. ORCHARD 4-3810



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REALISTIC! HAND-PAINTED! ALL-METAL!
30 NATIONS! DURABLE! AUTHENTIC!

Soldiers of the world, in military poses, perfectly scaled, amazingly detailed. Every figure historically authentic, precisely cast and painted. Wide selection — over 500 sets!

Authenticast soldiers charge over the counter and "win" every customer! In 2 scales: 40 mm. (semi-flat) boxed set, retails for about $1; 55 mm. (fully shaped) boxed set, about $2. retail. See your jobber or write for complete price list!

Manufactured in Ireland by Comet Gaeltacht Industries a division of Comet Metal Prod. Co., USA

Authenticast COMET METAL PRODUCTS CORP.
RICHMOND HILL 18, L.I., N.Y.

WOLVERINE

The Name for Quality, Design and Originality in Toys of Outstanding Sales Appeal

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WOLVERINE
SUPPLY & MANUFACTURING CO.
Factory: Pittsburgh, Pa.
New York Sales Office: 200 Fifth Avenue

ZOOM your SALES WITH "MILLION-AIR" PLASTIC PLAYBALLS

MILLION AIR

T. M. Reg. U. S. Pat. Off.

Made of rugged "Vinylite" with new air-tight valve.

N2—12"
N3—17½"
N4—26"

U. S. FIBER & PLASTICS CORP.
STIRLING, NEW JERSEY

SHOWROOMS IN
New York: Room 356, 200 Fifth Avenue
Chicago: Room 1443, Merchandise Mart
Atlanta: Toy Mart, 175 Peachtree St.
San Francisco: Room 977, Western Merchandise Mart
Montreal: Thornhill Patterson Co., 433 St. Helen St.

Oh Yes, MR. TOY BUYER

...everyone who sees Wight Rushton's 1947 creations of soft, cuddly toys falls for this line. Each item is new, different and so-o appealing... We believe you, too, will go for them in a big way. See these items on display at our sales office.

ATLANTA PLAYTHINGS CO.

[illegible] Peachtree Arc., N. W., Atlanta [illegible]

SALES OFFICES:
NEW YORK • CHICAGO • LOS ANGELES

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REALISTIC! HAND-PAINTED! ALL-METAL! 30 NATIONS! DURABLE! AUTHENTIC!

Soldiers of the world, in military poses, perfectly scaled, amazingly detailed. Every figure historically authentic, precisely cast and painted. Wide selection—over 500 *sets!*

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62 William St., New York—Phone Whitehall 4-9688

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WITH
"MILLION-AIR"
PLASTIC PLAYBALLS

MILLION AIR
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Made of rugged "Vinylite" with new air-tight valve.

N2=12"
N3=17½"
N4=26"

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SHOWROOMS IN
New York: Room 356, 200 Fifth Avenue
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San Francisco: Room 977, Western Merchandise Mart
Montreal: Thornhill Patterson Co., 433 St. Helen St.

Oh Yes, MR.
TOY BUYER

...everyone who sees Wight Rushton's 1947 creations of soft, cuddly toys falls for this line. Each item is new, different and so-o appealing... We believe you, too, will go for them in a big way. See these items on display at our sales office.

ATLANTA PLAYTHINGS CO.
[illegible] Richmond Ave., N. W., Atlanta, Ga.
SALES OFFICES:
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Authenticast soldiers charge over the counter and "win" every customer! In 2 scales: 40 mm. (semi-flat) boxed set, retails for about $1; 55 mm. (fully shaped) boxed set, about $2. retail. See your jobber or write for complete price list!

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Mechanical Trains
Metal Cap Pistols
Mechanical Toys
Musical Toys
Double Barrel Pop Gun
Lithographed Toys
Clicker Pistols
Target Games
Pop Guns

ALL METAL PRODUCTS CO.
GENERAL OFFICE: WYANDOTTE, MICH.
NEW YORK OFFICE AND DISPLAY.
Suite 426-428—200 Fifth Ave.—Phone Gramercy 5-1879
EXPORT OFFICE:
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TIME FOR HARVESTING!

Toy Buyers know from experience that to reap the most out of this year's harvest, their holiday display must be made up of toys and games with the most *eye*-appeal . . . the most *buy*-appeal . . . and above all, the most *lasting* appeal.
THAT MEANS BALDWIN!

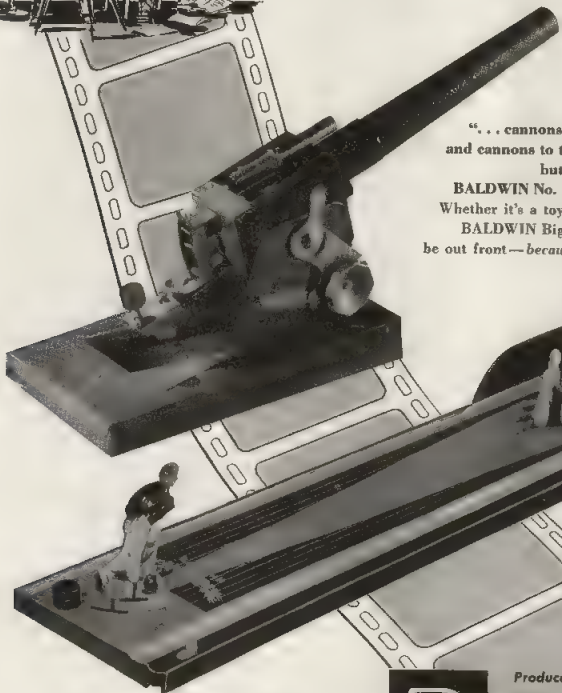
- No. 951 MAN-DAR-IN CHINESE CHECKERS
- No. 228 TIC-TAC-TOE
- No. 300 KING PIN BOWLING ALLEY
- No. 390 KING PIN deluxe BOWLING ALLEY
- No. 891 PAR-A-SHOOT GAME
- No. 222 BASKETBALL GAME
- No. 900 HELICOPTER
- No. 830 COAST DEFENSE MACHINE GUN
- No. 890 "BIG BERTHA" CANNON

AND . . . THE LITTLE RED HEN

BALDWIN
MANUFACTURING CO., INC.
714-720 Forrest St., Brooklyn, N. Y.

DON'T MISS THESE TWO

"ACTION PACKED" BEST SELLERS!



"... cannons to the left of them and cannons to the right of them," but out front was the BALDWIN No. 890 "Big Bertha." Whether it's a toy army or sales, the BALDWIN Big Bertha will always be out front—*because it's BALDWIN!*

Picture the universally popular "queen of the alleys"—the BALDWIN No. 300 KING PIN BOWLING ALLEY in a larger... sleeker... sturdier model! No, you can't picture it. You'd have to see and play the **No. 390 KING PIN DELUXE BOWLING ALLEY** to appreciate it, because it's just like playing the real thing!

Produced by . . .

BALDWIN

MANUFACTURING CO., INC.

114-120 Forrest St., Brooklyn, N. Y.

Makers of: THE LITTLE RED HEN

Barbour Builds Better Boats

FOR '47—BARBOUR OFFERS

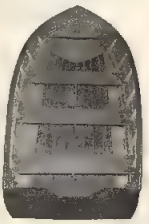
12' and 14' UTILITIES
18' SEA SKIFFS

Barbour Builds Better Boats

DESIGNED and built by builders long known for their fine boats, these new UTILITIES are available for immediate delivery. 18' SEA SKIFFS available.

Write, wire or call us for full details.

BARBOUR UTILITIES, 12 or 14 feet in length, are made of highest grade materials throughout. They are extremely safe even with the higher horsepower outboard motors. Level riding to a degree not often associated with craft of this type, these fine boats are exceptionally dry at all speeds. Copper and bronze fastened throughout. Quick planing. These hulls are designed to withstand cross-country trailer transportation. Also available in standard finish and trim.



Barbour Boat Works
NEW BERN, NORTH CAROLINA

Johnson Sea Belles
Exceptional Value
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Quality Construction

45 FOOT PARTY FISHERMAN
26 FOOT OPEN SPORTSMAN

JOHNSON BOATWORKS of BERGEN BEACH
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Established 1909

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PHOTO-ELECTRIC PILOT
Dependable Automatic Steering for Commercial and Pleasure Craft up to 100 feet

For over fifteen years the Photo-Electric Pilot has furnished all of the advantages of completely dependable automatic steering enjoyed by larger vessels with expensive equipment.

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Quality instruments for quality boats has been our proud statement for nearly three-quarters of a century. Recognizing their outstanding performance and appearance boat builders are supplying HAND compasses as standard equipment. . . . A partial list of boats equipped with them includes:

ELCO—TRUMPY—CONSOLIDATED—GREBE
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"When You're At Sea—
Only the Best is Good Enough!"

FULL SPEED AHEAD WITH A CRUISER STYLED TO THE FUTURE!

THE LATEST WORD IN POWERED BEAUTY... SLEEK LINES... OUTSTANDING PERFORMANCE!

$3990
F. O. B. ST LOUIS
SUBJECT TO CHANGE

Yes, full speed ahead in a cabin cruiser that can really be operated on a moderate budget . . where you can really "live" on the water in cruising luxury . . or on land while in transit on your trailer to some body of water.

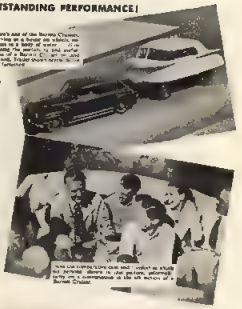
A cabin cruiser that is the latest word in powered beauty . . as well as distinctively streamlined. Ideal for cruising . . perfect for fishing . . . in salt water or fresh.

It introduces the latest in rugged construction and sleek lines. Is exceptionally roomy and comfortable . . even to marine toilet facilities where there is full headroom. Ample storage spaces are provided at many points in the cruiser

Designed by Barrett, the cruiser is the result of 30 years experience in marine and aircraft building and designing . . a cruiser styled to meet the future needs of marine sportsmen today

Right now the cruiser enjoys an enviable reputation . . it has a popular place in the demand for an economical pleasure craft . . a cruiser that ranks high in quality yet on a production line basis . . for a price within reach of the average budget.

For a cabin cruiser that has real seaworthiness . . one with outstanding performance and speed on the water, the Barrett has no comparison . . and for a cabin cruiser with sleek lines and dependability, the Barrett is hard to beat!



SEE IT FIRST FLOOR NEW YORK BOAT SHOW

EXCLUSIVE SALES AGENTS

AMCO, INC.

1006 OLIVE STREET
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DEALERS: - A FEW FRANCHISED TERRITORIES ARE STILL AVAILABLE FOR BARRETT DEALERSHIPS

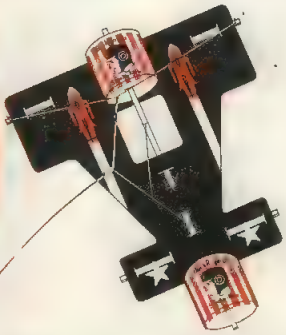
THE BARRETT 22 CABIN CRUISER

THERE ARE BIG PROFITS IN SPRING BREEZES!

Buck Rogers "JET-PROPELLED"

STRATO-KITE

THE KITE THAT SAILS WITHOUT RUNNING!



NO OTHER KITE HAS SUCH TREMENDOUS APPEAL TO YOUNGSTERS

The famous name BUCK ROGERS thrills kids from coast to coast.

Airplanes . . . especially the latest fast jet-propelled models . . . have a strong fascination for every American boy.

Kites have held a lease on the hearts of youngsters and oldsters alike for ages.

Combine all these and you have the STRATO-KITE. Wherever this kite is demonstrated it causes near-panic. The great ease with which it can be launched on almost any breeze, its amazing maneuverability, its simplicity of operation, and its airplane design make it the desire of every kid from 6 to 60.

The STRATO-KITE will not only out-sail other kites but will outlast them too. It is made of heavy 90 lb. tag stock brilliantly printed in orange and blue on both sides. The open cylinders fore and aft give the STRATO-KITE its "jet-propelled" action. They actually lift the kite into the air without running and stabilize it while it is aloft.

The STRATO-KITE is lavishly packaged. The container prominently displays the name and face of the world famous BUCK ROGERS and emphasizes the "jet-propelled" airplane design. Ideal for fast counter sales.

Retails for only 25 cents

AND OTHERS TOO!

THE JET-WING BOMB MODEL AIRPLANE KITE. Utilizes the same tested "jet" principle as the Strato-Kite. Its shape follows closely that of a famous jet-propelled plane. And there are other models in the making . . . all using the "jet-propulsion" idea that makes for superior sailing without running.

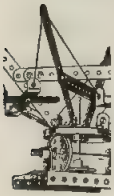
Retails for only 25 cents

Also, unlimited quantities of kite twine available at popular prices.

SEND FOR FULL PARTICULARS AND PRICE LIST

PRODUCTS MERCHANDISING ASSOCIATES, INC.
69 WEST WASHINGTON STREET • CHICAGO 2, ILLINOIS • KITE HEADQUARTERS

Building Business for Buildo Dealers



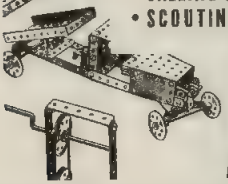
To create more BUILDO sales . . . more BUILDO profits for you, advertisements in national magazines are to feature BUILDO CONSTRUCTION SETS, the sturdy educational toy for boys. Appearing during the Christmas buying season, these messages will appear in Life, Parents' Magazine, Calling All Boys and Scouting.

COMPARE BUILDO. You'll find that the BUILDO 400 includes more parts . . . can build more models incorporating more engineering features.

PRICES REDUCED! BUILDO 400, formerly listed at $47.40 per doz. is now listed at $36.00 per doz. Regular trade discounts. Freight allowance on 100 lbs. or more. Packed 12 sets to carton; shipping weight of carton, 23 lbs. Order now for immediate shipment. Contact nearest representative or write factory direct.

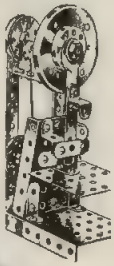
Nationally Advertised to Boost Your Christmas Profits

- LIFE
- PARENTS' Magazine
- CALLING ALL BOYS
- SCOUTING



Also Available
MODEL 600
(Electrified)
$5.95 retail

Order Now!



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Tacoma, Wash.

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For Over 30 Years
WOLVERINE
has been the symbol of originality and quality in metal housekeeping toys, mechanical toys, action games.

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More than ever—

"Your Dependable Source of Supply for Toys"

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RIEMANN, SEABREY CO., Inc.
1107 Broadway (At 24th St.)
NEW YORK 10, N. Y.
Fifth Floor Tel.: CHelsea 2-5160-5161

Genuine "EFFanBEE" Dolls

• Patsy Joan and Babykins—among the finest dolls made

EFFanBEE's Famous 18-in. Patsy Joan

- *tilts her head, stands alone*
- *big blue closing eyes*

Adorable's the word for Patsy Joan! She stands alone [illegible] heart [illegible] Wee [illegible] Or [illegible]

35J 4607. Shpg. wt 2 lbs. 14 oz. **5.95**

Babykins—Complete with 7-Pc. Doll Outfit

- *the doll with the golden heart*
- *an EFFanBEE durable baby doll—made to take lots of loving*
- *comes with 7-pc. layette that includes shoes, sox, dress, bonnet, slip, panties and diaper*
- *twinkling blue eyes open and close*
- *made of life-like composition*
- *tilting head, moving arms and legs*
- *sits alone, all by herself!*

Just what any little girl would order! Her own "baby," waiting to be cared for and mothered. Arrives with layette a real baby'd be proud to own. Dress her up for company in the dainty little white dotted swiss dress trimmed with lace. Put on the matching cap with its big ruffles and pink bow and she's all ready to go visiting. Fun to dress and undress, she'll give hours of pleasure. Durably made and right size to be carried easily, she's the ideal doll to go along on visits to Grandma, along car or train trips. 11 in. tall.

35J 4606. Shipping weight 1 lb. 7 oz. **4.79**

Little Bunting Baby, 13 Inches High

- *real value—amazingly low priced!*
- *wrapped in pretty baby bunting*
- *life-like painted eyes, moving limbs*

Cute [illegible] bye baby bunting.' A real bargain at this [illegible] for she's made of sturdy composition, has moving arms and legs, soft stuffed body; can stand up under lots of playtime fun. Comes ready to go for a ride, wrapped in blue checked bunting of warm cotton flannelette; perky pink bow on the front. A welcome gift.

35J 4615. Shipping weight 1 lb. 8 oz. ... **98¢**

"Drink and Wet Doll" with Layette—A Bargain!

- *longer wear—improved plastic drinking tube*
- *11 inches high—comes in handy hinged box*

Just right for "pretend," because this baby acts like a real infant! Watch your tot's amazement when she sees baby drink her "milk," then wet her diaper. Looks real, too, with smooth composition body, life-like painted features. Easy to dress, for she sits alone, moves [illegible] and arms. Layette includes darling little bed [illegible] rompers, hat, 4 extra diapers for emergencies, 2 [illegible] sox, 2 extra safety pins.

35J 4616. Shipping weight 1 lb. 10 oz. **1.69**

ADD A DOLL TO YOUR TIME PAYMENT ORDER

•

SEE PAGE 185

Baby Dolls
All Cry "Mama"

Dressed Like a Little Princess

only **3.98** 19 inches

- *ringlets of soft, life-like hair*
- *wide-awake eyes open and close*
- *wears little pink rubber panties*
- *19 in. tall; composition head, limbs*

Big organdy bonnet frames a darling baby face on this doll to be loved dearly! Watch your little girl's heart as soon as she picks her up, feels her soft stuffed body, sees her curly hair and sleeping eyes. Long-fringed eyelashes, rosy dimpled cheeks and tiny snub nose. Dressed like the princess in a fairy tale in sheer organdy with rows and rows of lace. Lace-trimmed organdy bonnet with long silky ribbon ties in pretty bow under her chin; organdy slip. Shoes, sox and rubber panties.

35J 4618. Shipping weight 3 lbs. 2 oz....**3.98**

3 WAYS TO BUY—
• CASH • 30-DAY CHARGE
• TIME PAYMENTS

Exquisite Baby Doll . . 21 Inches Tall

- *she has tiny pearly teeth!*
- *cries "Mama" and goes to sleep*
- *pretty wig—like real curly hair*

The beauty of them all, for this baby has a tiny rosebud mouth open just enough to show two perfect baby teeth! Pink cheeks, starry blue eyes with long eyelashes and curly hair. Dressed in snow white rayon marquisette with lace; wee sister slip and real rubber pants! Composition head, limbs, stuffed body.

A35J 4621. Shipping weight 4 lbs. **4.98**

Sweet Little Baby Doll Looking for a Home

- *18 inches tall—cries "Mama"*
- *wears sturdy pink rubber panties*
- *clear blue eyes open and close*

Lovable doll designed to capture your little girl's heart! Sweet and petite with thick lashed blue eyes, life-like composition head and limbs. Dressed her prettiest, in ballskirted organdy dress with [illegible] double trilled bonnet. White shoes and sox, organdy slip. Turns her head; has sturdy stuffed body.

35J 4617. Shpg. wt. 3 lbs. 2 oz. **2.98**

Pretty 16-Inch Doll Amazingly Low Priced!

- *cries "Mama" and she sits alone*
- *composition head, limbs*
- *pretty, life-like painted features*

A value you can't afford to pass up! Adorable doll remarkably low priced for this quality. Has most cherished ways of much more expensive dolls. Dressed in dainty printed cotton dress trimmed in blue and pink. With matching bonnet. Comes outfitted in white slip, panties shoes and sox. Stuffed body. Order her today.

35J 4623. Shpg. wt. 3 lbs. 2 oz. . . **1.98**

packed with **POWER**-*patterned for the* **POCKE**

MICKEY MOUSE SPORT BINOCULARS

A PRECISION PRODUCT

DEVELOPED BY ROYAL AMERICAN AS A TREMENDOUS BINOCULAR VALUE

Beamed At Big Profits For You Now and In The Months To Come

GLAMOURIZED BY MICKEY MOUSE FOR A TREMENDOUS TOY PROMOTION TIE-IN

NATIONAL AD CAMPAIGN covering special children's publications and the widely read comic books will soon tell millions about the Mickey Mouse Sport Binoculars. Radio time also scheduled.

Perfect for pocket or purse –

Royal American's exacting craftsmen have developed the best in binocular features into a colorful, super-portable version—a rare combination of power, size, and beauty. They measure only 1¼" (front maximum) x 3⅞" x 2⅛" (closed), 2⅞" (extended), and weigh under 4 ounces! They're smart, big time, expensive looking, and so is the striking, self-selling package.

Kids and grownups too will go overboard for these

Mickey Mouse Sport Binoculars, take them along wherever they go . . . on trips and hikes, on hunting and fishing excursions, at all sports events, at concerts, at the theater, at the circus . . . use them whenever extended eyesight is required.

SHIPPING DATA: Packaged 48 packages per carton, 20 pounds per carton F.O.B. Minneapolis. Counter display in carton. Newspaper mats available on request.

HERE ARE FEATURES FOUND ONLY IN THE MOST EXPENSIVE GLASSES

LENSES are:

- Gallilean magnifier type
- Made from the finest quality glass
- Optically ground, including edges
- Pitch polished by the master process
- Absolutely free from distortion
- Matched for maximum power and clarity
- Removable for easy cleaning

FRAMES are:

- Precision engineered
- Constructed of unbreakable bakelite
- Adjusted by finger-tip focusing knob
- Designed to eliminate reflections

SOMETHING ELSE YOU SHOULD KNOW:

Jewelry, Optical, Photographic, and Sporting Goods counters are now featuring these same binoculars for all age groups under the name "POCKET PAL." "POCKET PAL" will also be nationally advertised in consumer magazines and on the radio. Same ordering details apply.

ROYAL AMERICAN CO
1583 MERCHANDISE MART DEPT. A-108
CHICAGO 54, ILLINOIS

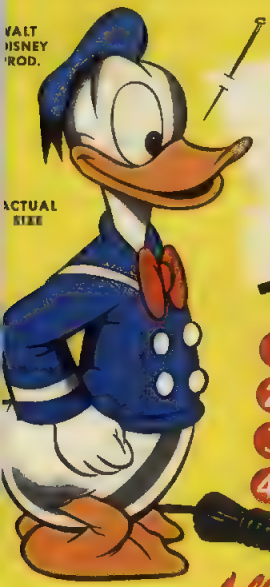
SEND IN YOUR ORDER NOW
NO SALESMEN . . . NO JOBBERS.
Use the Coupon

Please rush via fastest way..... ...dozen (four dozen minimum) Mickey Mouse Sport Binoculars at $14.40 per dozen. Check for $.....enclosed C.O.D. accounts send 25% deposit with order. Open accounts accepted if properly rated

NAME.....

STORE.....

donald duck like you've never seen him before



ACTUAL SIZE

donald duck ELECTRIC SCISSORS

$2.00

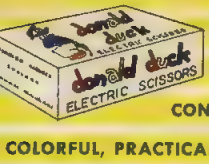
less 40% trade discount (terms: 2% ten days, net thirty).

including complete portfolio of WALT DISNEY character cut-outs.

1. AN AMAZING INVENTION, A NATURAL IN ITS OWN RIGHT
2. WITH THE ADDED SMASH APPEAL OF PHENOMENAL DONALD DUCK
3. AND A PRICE THAT'S TAILORED FOR TODAY'S MARKET
4. ALL PROMOTED AND REINFORCED BY A NATIONAL AD CAMPAIGN

Soon millions will read about the Donald Duck Electric Scissors in national magazines, including special children's publications and the widely read comic books.

COLORFUL PACKAGE



All these exciting elements in one terrific toy!

IT'S NEW, DIFFERENT, DOWNRIGHT FASCINATING • IT'S GLAMOURIZED BY EVER-APPEALING DONALD DUCK • IT'S ELECTRICAL, MECHANICAL, BUTTON-CONTROLLED • IT'S A PRECISION TOY THAT'S ABSOLUTELY SAFE • IT'S BRIGHT, COLORFUL, PRACTICALLY ALIVE • IT'S SMART, BIG-TIME, EXPENSIVE LOOKING • IT'S UNBREAKABLE PLASTIC FOR ROUGH AND TOUGH TREATMENT • IT'S INSTRUCTIVE, CREATIVE, ACTUALLY USEFUL • IT'S TOP NOTCH FUN FOR BOYS AND GIRLS ALIKE • IT'S THE PERFECT TOY FROM FOUR TO FOURTEEN.

ABSOLUTELY SAFE!

The Donald Duck Electric Scissors is an ingenious toy based on a vibration principle. It is actually safer than blunt kindergarten scissors. No matter how hard you try, you can not cut anything but paper. Because these outstanding safety features are so foolproof, the Donald Duck Electric Scissors have been underwritten by one of the world's largest insurance companies. (This is clearly explained right on the self-selling, eye-appealing package.)

WATCH TOY SALES ZOOM!

SHIPPING DATA Packed 48 packages per carton, 55 pounds per carton, F O B Chicago. Counter display in carton. Newspaper mats available on request

SEND IN YOUR ORDER NOW!

NO SALESMEN . . . NO JOBBERS . . .

Use the Coupon . . .

ROYAL AMERICAN CO.
1583 MERCHANDISE MART DEPT. A-108
CHICAGO 54, ILLINOIS

ROYAL AMERICAN PRODUCTS

Please rush via fastest way_____dozen (four dozen minimum) Donald Duck Electric Scissors at $14.40 per dozen. Check for $_____ enclosed. C.O.D. accounts send 25% deposit with order. Open accounts accepted if properly rated.

NAME .....

STORE .....

Life-Like Doll

20 Inches Tall

Now Only **5.95**

She sits up all alone and folds her hands

Shuts her eyes and goes to sleep; real eyelashes

Washable—so much fun for Sis to bathe!

Satin-Skin* Doll---Feels Almost Real!

Isn't she lovely!
Her skin is so real!
You can bathe her . . .
You can drop her—
she's unbreakable!
Hush . . . she's asleep!
What long eyelashes!
She can sit all alone!
Moves arms, legs!

Touch her! Feel her soft dimply body that's so life-like so real, and you'll know that here's the most lovable, huggable baby doll a little girl could wish for! The prettiest, too, with those great big beautiful blue eyes, those long eyelashes and those rosy cheeks.

She's made of satin-skin Latex, soft, warm and cuddly, with a sturdy composition head. Made to be loved and kept forever, for she's unbreakable! She'll never chip or crack.

She can do practically everything real babies can! Closes her eyes and takes a nap . . . sits alone all by herself . . . and even folds her hands! Best of all, water doesn't hurt her a bit, and she loves to take a bath; it's lots of fun to keep her fresh and clean; jointed arms and legs make bathing and dressing easy.

She's all dressed up for play in adorable little rompers, [illegible] white on top, rose-figured on the bottom. Bonnet [illegible] white ties firmly under chin in a big bow of blue [illegible]tin. Snow-white shoes, socks. 20 i[illegible]
35J 4035. Shipping weight 2 lbs. 8 oz. . . . . only **5.95**

(For clown see opposite page.)

3 WAYS TO BUY

- CASH
- 30-DAY CHARGE
- TIME PAYMENTS

SEE PAGE 185

Famous Horsman Dolls Cry "Mama"

• beautifully dressed • realistic in every detail

Adorable 19-inch Horsman

4.98

Eyes close when dolly goes to sleep

Flirting eyes move from side to side

Wears pink rubber panties just like a baby

Pretty 19-inch Baby Doll. Sleeps . . . Flirts!

Prett[y] [pi]cture and twice as sweet! Here she is, the dream of a dolly that's just made for your little girl. Almost real, with those fl[irty] eyes that peek out at you beneath long silky eyelashes; rosy cheeks and soft, cuddly body! Comes dressed in her very best—fluffy pink organdy dress trimmed at hem and collar with real lace, pretty pink cap with wide ru[ffle] rubber pants, white slip, sox and shoes. Closing eyes, soft stuffed bo[dy] and sturdy composition head and limbs. She turns her head, moves her legs and arms and she sits alone! Cries "MAMA."

35J 4632. Horsman Baby Doll. Shipping weight 3 lbs. 5 oz. .. **4.98**

"CHARGE IT" AT SPIEGELS. SEE PAGE 185

Horsman Doll! 23 Inches Tall — 4.98

- *almost as big as Sis herself!*
- *cries 'MAMA' and can sit alone*
- *dressed in lace-trimmed organdy*

The really big doll she's always wanted! Beautifully [dr]essed and sturdily made, with a pretty [fa]ce, clear blue eyes, long [la]shes, [ey]elids that close to [sl]eep. Her pink organdy [fr]ock has dainty lace trim on the big bertha [co]llar. Double lace pink bonnet to match. Dress complete with slip, panties, shoes and sox. Moves her composition head, arms and legs; has stuffed body.

A35J 4631. Shipping weight 5 lbs. .. **4.98**

Horsman 19-In. Baby Doll — 3.98

- *go-to-sleep eyes*
- *turns head, moves arms, legs*

Who wouldn't love this pretty [do]ll! Has rosy pink cheeks, [ba]by eyes, lashes and cries "MAMA." Sit her [up] and she goes to sleep. Stand her up and watch your tot's face [li]ght up with a baby 'aah' when she sees the [pr]etty dress of a ruby white [or]gandy, trimmed with a wide dotted swiss bertha collar. Matching [ruf]fled cap. Wears slip, panties, sox and [sh]oes. Dress complete with slip, panties, sox and shoes. Wears pink rubber pants. Stands 19 inches high and [ca]n sit up, too. Soft stuffed body with composition head, legs and arms. Order now!

35J 4630. Shpg. wt. 3 lbs. 5 oz. . **3.98**

17-In. Horsman Low Priced! — 2.98

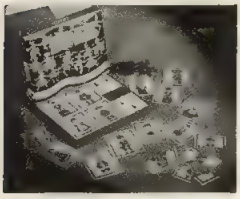
- *sits up straight all by herself*
- *blue eyes that go to sleep*

Sweet little baby doll to help make this a never-to-be-forgotten Christmas. Looks like sugar and spice and everything nice in her beautiful full skirted organdy dress nicely trimmed with embroidery cord; the crisp collar was [ro]ller trimmed with lace. [Pr]etty ruffled cap, white shoes [an]d sox. Wears pink rubber pants. [Ey]es open and close when she is laid [do]wn. Soft composition head and body. Of course she cries "MAMA."

35J 4626. Shpg. wt. 2 lbs. 9 oz. .. **2.98**

CADACO-ELLIS GAMES

BEST SELLERS—NATIONWIDE!



CHILDREN OF MANY LANDS

WHY?

CADACO-ELLIS GAMES

move off your counters fast because they are:

- **EYE-CATCHING**
- **FUN TO PLAY**
- **EXPERTLY DESIGNED**
- **DURABLY CONSTRUCTED**

ALL-STAR BASEBALL

BASKET

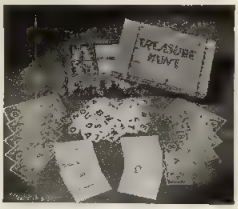
HOOKEY

CADACO-ELLIS GAMES

increase your sales volume because they provide:

- **FUN FOR CHILDREN**
- **ACTION FOR JUNIORS**
- **AUTHENTIC SPORTS**
- **STRATEGY—SKILL**
- **SATISFIED CUSTOMERS!**

FIVE FAMOUS FAVORITES

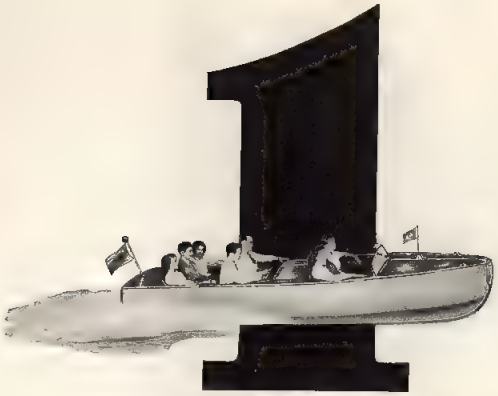


TREASURE HUNT

CADACO-ELLIS—*Originators of Games*

Merchandise Mart
CHICAGO, ILL.

Room 407—200 Fifth Ave.
NEW YORK



CANADA PLY CRAFT
FIRST

FIRST to offer a **complete line of molded boats** on the post-war market — 18 models in all.

FIRST to bring basic improvement on molded plywood — the inter-laminated PLYTEX.

FIRST to bring light-weight **air-cooled inboard** runabouts, equipped with electric starters and exhaust system permitting **complete engine enclosure.**

FIRST to introduce **reversible pitch-propeller,** eliminating clutch and reverse gear on air-cooled inboards.

FIRST to pioneer in light-weight, seamless **water-cooled inboard runabouts** in which the H.P. and M.P.H. ratio has been nearly **doubled.***

** The above illustration shows the 16 ft. Ply Craft "Fleet Four", which, equipped with 20 H.P. water-cooled Aronic "Sea Mite" gives speeds up to 25 M.P.H. Seating capacity: 8. Total weight 780 pounds.*

The Ply Craft Fleet

CANOES
DINGHIES
OUTBOARDS
INBOARDS
SAILBOATS

CANADA *Ply Craft* CORPORATION

215 WATT STREET
WINNIPEG, MAN., CANADA

Authorized dealers in all major centers U.S.A. and Canada

"The Dyer D's not only race as a class at regattas, but so many of them are used as yacht tenders that they stage impromptu races at every cove and harbor where cruising boats, both sail and power, may congregate."

—September 1946 issue SEA, the Pacific Yachting Magazine

The craftsmanship, quality and outstanding performance of our

DYER DINKS

and

DYER DHOWS

is best exemplified by the thousands of yachtsmen, builders, designers, schools and colleges recommending *and using* them.

Our reputation is too valuable a trust to take chances with unproven materials and construction methods.

We hope you will visit us at the N. Y. Boat Show—*center aisle, main floor* and see for yourself why we are

"Leading the Tender World"

THE ANCHORAGE · INC

WARREN · RHODE ISLAND

plans. Each machine will turn out close to 5,000 6 by 6 by 12 inch block a week, or enough for the walls of one unit building fitted with large window sash, sliding doors, etc. One such type of block is made from a mixture of Portland cement, pea gravel, sharp sand, silt and water, and of course these blocks must be cured before they can be used.

This is not intended by any manner of means to be a treatise on building construction, but it must be realized that there are materials and buildings available for business enterprises even today for those with enough imagination to see it. Some of the common types of buildings suitable for boat yard shop or storage building applications are shown in Fig. 20.

Whether or not it will pay a boatyard organization to erect its own buildings in preference to having the work contracted for is entirely an individual matter. It involves the size of the organization and the management's experience and ability to plan, supervise, purchase materials, and otherwise act in an executive capacity for

WORK ORDER

(Printed Number)

. .194.....

BLANK BOATYARD, INC.
Seaside, U. S. A.
Gentlemen

Please perform work to my boat as follows:

Name of boat..... Coast Guard No... .
Type ....
Dimensions. .L x . b x d x ... lbs.
Engine(s)..... H.P RPM . .. Red. . .....
Propeller(s)... . .dia x . pitch R.H. or L.H.
Age of boat . . .. Builder . . . .
Definite date boat will be available . .
Date for completion of work (approx.) . . ..
Check work items desired:

( ) Haul boat for winter storage. ( ) Boat cover.
( ) Haul boat for repairs. ( ) Erect.
( ) Scrub bottom. ( ) Repair
( ) Linseed bottom. ( ) Have made.
( ) Take topsides down to bare wood. ( ) Remove in spring.
( ) Paint as follows: Topsides..... Deck .
Cabin exterior ..... Interior ..... .
Bottom ..... Boot top ..... Bright work .
Name and Numbers..... Cuprinol. .
Remarks:
( ) Dinghy or tender work or storage. (Fill out separate tag.)
( ) Battery storage. Make..... ..... Voltage.....
Age .....mos. No. of trays..... ... ...
( ) Drain plumbing ( ) Toilets ( ) Sinks ( ) Tanks.
( ) Drain, flush out and seal engine
( ) Remove engine for complete overhaul. (Recommended if engine requires considerable repair work)
( ) Remove and store spars and rigging.
( ) Overhaul and replace rigging where necessary.
( ) Overhaul sails and mend where necessary. ( ) Clean sails.
( ) Waterproofing. ( ) New battens. ( ) Storage.
( ) New sails, as follows:.. . .. ...
( ) Balance and plan. Boat now has excessive (lee, weather) helm.
( ) Cockpit cover. ( ) Repair. ( ) Clean. ( ) Make. ( ) Store.
( ) Cabin repairs or alterations as follows:
( ) Mechanical repairs or alterations as follows:
( ) Electrical repairs or alterations as follows:
( ) Hull repairs as follows:
( ) Repair or install following equipment:
( ) Remarks

Name ....
Address .. ..
Telephone ....

such a project. There are many differences in the problems encountered in building boats and in constructing buildings, but the basic processes are the same.

Corday's POSSESSION

A perfume wholly French in its daring possessive quality. In exquisite flacon.

Just a drop or two enslaves the heart . . . a French perfume of subtle power . . . magnificent, long-lasting fragrance.

20179 M350 Perfume ¼ ounce .....**$ 5.00**
20180 M700 Perfume ½ ounce . . . **10.00**
20181 M1260 Perfume 1 ounce..... **18.00**

Corday's L'ARDENTE NUIT

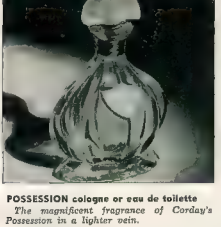
Ardent Night . . . as smouldering as the name implies! In a beautiful bottle.

A Corday perfume created from rare and long lasting essences . . . utterly Parisian . . . masterpiece of elegance and sophistication.

20182 M350 Perfume ¼ ounce.....**$ 5.00**
20183 M700 Perfume ½ ounce..... **10.00**
20184 M1260 Perfume 1 ounce..... **18.00**

CORDAY

Six famous fragrances by Corday . . . one of the world's great French parfumeurs . . . creator of captivating scents beloved by women the world over.



POSSESSION cologne or eau de toilette

The magnificent fragrance of Corday's Possession in a lighter vein.

If enchantment could be captured in fragrance, its name would be Possession. For your most rapturous moments . . . cologne or Eau de Toilette . . . in elegant flacons.

20316 M315 Eau de Toilette 3 ounces **$4.50**
20317 M158 Eau de Cologne 2 ounces. **2.25**

CORDAY cologne or eau de toilette

Sophisticated L'Ardente Nuit fragrance for your lighter moments.

A provocative essence . . . worldly, Parisian . . . to be worn with assurance . . . cologne or more concentrated eau de toilette Exquisite creations of Corday.

20318 M315 Eau de Toilette 3 ounces..**$4.50**
20319 M140 Eau de Cologne 3 ounces. **2.00**

CORDAY perfume and eau de toilette

Possession and L'Ardente Nuit fragrances. ½ oz. perfume 3 oz. eau de toilette.

Designed for enchantment . . . by the famous House of Corday . . . known the world over for magnificent fragrances of rare and long-lasting quality. In elegant glass flacons.

20209 M1015 Possession. Set. **$14.50**
20210 M1015 L'Ardente Nuit. Set.... **14.50**

CORDAY PERFUMES in dram bottles

Square dram size crystal bottles . . . with ground glass stoppers.

20185 M123 Jet perfume **$1.75**
20186 M175 Tzigane perfume **2.50**
20187 M175 Toujours Moi perfume.. **2.50**
20188 M175 Frenzy perfume **2.50**
20189 M175 Possession perfume **2.50**
20190 M175 L'Ardente Nuit perfume. **2.50**

TZIGANE PERFUME by CORDAY

The irrepressible Romany spirit captured in a lilting French perfume.

Summer moonlight . . . gypsy music . . . romance . . . that's Tziganel In exquisite flacon.

20191 M350 Perfume ¼ ounce.....**$ 5.00**
20151 M700 Perfume ½ ounce..... **10.00**
20152 M1260 Perfume 1 ounce..... **18.00**
20153 M2275 Perfume 2 ounces..... **32.50**

TZIGANE eau de cologne

The lilting fragrance of Corday's Tzigane Perfume in lighter eau de cologne.

20313 M175 Eau de Cologne 3 ounces.**$2.50**

TZIGANE eau de toilette

More concentrated than eau de cologne . . . Corday's Tzigane eau de toilette.

20320 M315 Eau de Toilette 3 ounces **$4.50**

CHRISTMAS NIGHT by CARON

"Nuit de Noel" . . . delirious, alluring. Black bottles in tasseled gift boxes.

All the glory and festivity of Christmas are mingled in this enchanting scent. One of the loveliest and most alluring of perfumes by Caron, and one of the most adored.

20156 M1925 1-ounce bottle **$27.50**
20157 M3850 2½-ounce bottle **55.00**

VOEU DE NOEL by CARON

Unforgettable, haunting, spicy, yet delicately sweet. Golden and white package

Caron's most precious creation . . . the promise of Christmas . . . exultant, softly lingering . . . a lasting symbol of the joyous season. French artistry designed the jewel-like flacon with exquisite blossoms in relief.

20193 M8750 3-ounce bottle **$125.00**

LOTIONS . . . new creations by CARON

Lighter than perfume . . . a blend of cologne and toilet water. Classic crystal clear bottles, 6½-ounces. Your choice of three fragrances.

Refreshing, stimulating . . . Caron's new lotions in three of the most beloved scents. Compounded in France to give you a lighter version of your Caron perfume. Symmetrical bottles, with white plastic screw tops. Gift packaged.

20321 M560 Bellodgia Lotion. 6½-ounce bottle. Retail. ....**$ 8.00**
20322 M700 Fleurs de Rocaille. 6½-ounce bottle. Retail. **10.00**
20323 M455 Tabac Blond Lotion. 6½-ounce bottle. Retail. **6.50**

RUMEUR a perfume by LANVIN

Subtle blend of heady floral extracts . . . Square bottles . . . gift boxed. Three sizes.

Distinctive, yet delicately seductive . . . blithe yet sophisticated . . . equally perfect with daytime or evening ensembles.

20197 M875 ½-ounce bottle **$12.50**
20198 M1645 1-ounce bottle **23.50**
20199 M2800 2-ounce bottle **40.00**

New! TOILET WATER by LANVIN

Eau de Lanvin scented with the famous Lanvin fragrances. Four-ounce bottles.

Lanvin's classic crystal flacons in four-ounce sizes in tangy, refreshing toilet water.

20324 M350 My Sin **$5.00**
20325 M350 Scandal **5.00**
20326 M420 Arpege **6.00**
20327 M420 Rumeur **6.00**

CARON

Proud French creator of some of the world's most famous perfumes! Mystery and moonlight seem to be blended into the haunting fragrances . . . each in an exquisite bottle especially designed by French artists.

LANVIN

Eternal mysteries are buried within the glowing depths of Lanvin's glorious Parisian scents . . . spice and sparkle with a dash of the sweet. And now you may have the lighter "Eau de Lanvin" (toilet water) as well as the precious perfumes.

3 EFFECTIVE PROFIT FACTORS IDENTIFY THE CARROM *Line*

- ✓ YEAR 'ROUND *Play* VALUE
- ✓ YEAR 'ROUND *Sales* VALUE
- ✓ PLUS YEAR 'ROUND NATIONAL ADVERTISING THAT STIMULATES DEMAND

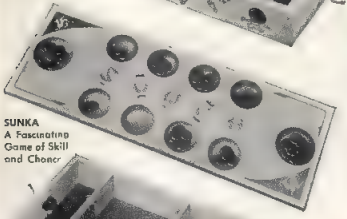
YOUR MARKET: *Adults, Teen-agers, Tots*

The *sales value* of CARROM Games and Toys is as broad as it is long! It projects itself through every month of the year and takes in every customer, whether adult, teen-ager or tot. It is *sales value* that gets natural stimulus from the year 'round *play value* of CARROM Games and Toys and extra stimulus from CARROM'S year 'round national advertising in leading magazines directed to boys, girls and parents.

For *sales value* that promotes year 'round toy department profits keep a representative assortment of CARROM Games and Toys on display.

STYLE 105 DE LUXE CARROM-CROKINOLE REVERSIBLE GAME BOARD 105 Games in One

SPIN BOWL Table Model Bowling Game



SUNKA A Fascinating Game of Skill and Chance

FOX HUNT for All Age Groups

ARKITOY Popular Wood Construction Toy for Teen-agers

WHIRLIGEAR An Educational Action Toy for Tots

LOK-BLOK A Kindergarten to Early Teen-age Child Development Toy

GUSHER An Exclusive Oil Drilling Game. A Pre-War Favorite now Returned to the Carrom Line.

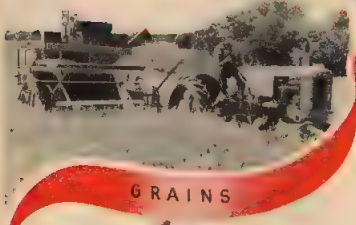
WHACK-IT Ingenious Kindergarten Toy

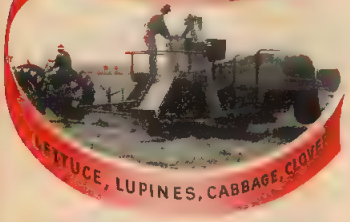
HAMMER SET More Fun for Tiny Tots

Carrom Industries, Inc.

Head and Shoulders Above the Crowd

Where combine harvesting has become an old story and farmers have become more critical, that's where you find the highest praise for the Case "A" combine. Where soil and weather make conditions the toughest, that's where the Case "A" shows the most striking superiority in performance and stamina. Where unusual crops make unusual demands on threshing ability and cleaning capacity, that's where you hear farmers agree on the Case "A" as "the greatest combine ever built."





Most Capable Combine Ever Built . . .

If you never have anything but clean, upstanding crops, with short straw and heads that shell out at a touch, you don't really need a combine as capable as the 6-ft. Case "A." Even so, it would pay you to have its extra capacity and ease of operation.

But when you have small seeds, like clover, that take real rubbing to get them out of the hull, you need the positive threshing power of the Case "A" cylinder. When you have a brittle crop like beans you need its accurate adjustments of speed and clearance without sacrifice of thorough threshing. When you have fine or fluffy seeds like some of the grasses you need its seed-tight construction and its Air-Lift cleaning.

When crops are rank and bushy, or lodged and tangled, its power-driven reel and close-clipping cutterbar are a team to take them in stride. When you want to work from the windrow the "A" has scoop-type header, feeder and cylinder perfectly proportioned for the job.

Production of the "A" combine is in full swing. Thousands of buyers are waiting. See your Case dealer now. Should you desire time payments, ask about his arrangements for low-cost financing with local banks.

Modern Harvesting Machines

Other Case combines, in several types, range in cutting width from 9 to 12 feet. Case equipment for efficient, modern harvest of corn and hay includes all-forage cutters, one and two-row corn pickers, tractor mowers and rakes, the famous Slicer-Baler, and field forage harvesters. For full information on any of these machines, tractors or implements, see your Case dealer or write Dept. A-28, J. I. Case Co., Racine, Wis.

CASE

SERVING FARMERS SINCE 1842

The Diesel D4 owned by August R. Johnson, Hebron, Ind., at work clearing soft, wet bottom-land.

"D4 Traction Cleared My Low-Land That Raised 35,000 Bushels of Corn"

. . . . *August R. Johnson, Hebron, Indiana*

● For only $11.00 per acre, August R. Johnson, Hebron, Indiana, bought a large tract of Kankakee River bottom-land. That low price represented local opinion of how tough it was to clear.

"When I bought this land," states Mr. Johnson, "it was jungle. I bought a 'Caterpillar' Diesel D4 Tractor and put it to clearing.

"Had it figured that the D4 would pay for itself soon. It did. It has cleared 715 acres for which I have been offered $150.00 per acre. It raised 35,000 bushels of corn in 1945.

"My D4's traction made this clearing possible. With this traction, we have done our tillage work when no other power would operate, due to wet conditions.

"We've used the D4 7 years, now — and I figure it will keep operating from now on. Have used it in sand, mud and dust — and find that nothing gets past its seals."

Land-clearing, pond-building, gully-filling, drainage work — these are extra jobs which the "Caterpillar" Diesel Tractor has power and traction to do with unusual economy. "Caterpillar" builds proved Diesels in 5 practical farming sizes!

CATERPILLAR TRACTOR CO., PEORIA, ILL.

Here is Mr. Johnson's D4 pulling four 16-inch bottoms—plowing corn land it cleared some years ago. Production, 2 acres per hour

CATERPILLAR DIESEL

REG. U. S. PAT. OFF.

ENGINES · TRACTORS · MOTOR GRADERS · EARTHMOVING EQUIPMENT

Century
BUILDER OF FINE INBOARD & OUTBOARD
BOATS

The Perfect Marriage

Put your outboard motor on a Century Boat and you've got a team which loves the water. It's sheer harmony, the perfect "marriage" of motor and craft.

Century builds fine outboard boats in models for every pleasure purpose. The mahogany hull "Sportsman" series, built with Century's famous single plank, batten seam construction, is for motors of 9 to 33 H. P. (Imperial Sportsman illustrated above.) The "Angler" is for motors of 1 to 9 H. P. The "Car-Borne," of plastic bonded plywood, takes motors up to 6 H. P. All are *beautiful* boats—staunch and sleek and smartly styled.

See your Century dealer for details on delivery. Write for illustrated folder.

CENTURY BOAT CO., BOX 103, MANISTEE, MICH.

SEA MAID 17½

One of the exciting new Century inboard runabouts combining beauty, speed and comfort. Styled by C. Hatfield Bills. Super-performance. Speeds to 44 m. p. h., seven motor options.

For the Finest In Cruising Yachts

NEW MODEL 60 —65 —70 DIESE CRUISER

53' TWIN SCREW CRUISER

These are no ordinary pleasure craft. They are custom built on staunch hulls of proved design with interior arrangements optional. Modern, smart appearing, beautifully appointed throughout, spacious, comfortable and seaworthy, each is a boat you can be proud of anywhere. Write for plans on size and type you prefer.

Storage and Repair Facilities

HENRY C. GREBE & CO., Inc.

3250 N. WASHTENAW AVE., CHICAGO 18, ILL.

YACHTS RANGING FROM 40 TO 110 FEET

PERKO

MARINE LAMPS HARDWARE AND SAIL BOAT EQUIPMENT

FOR COMMERCIAL AND PLEASURE CRAFTS

THE BEST STEER ANY YEAR

NEW IMPROVED

"PERKO ROTOFLEX" PUMP

SYNTHETIC NEOPRENE COMPOUND ROTOR

ALL BRONZE BODY AND SHAFT

BRASS FITTINGS

Quiet Operation—Long Cool Hour Service—Large Capacity at Low Speed—For Use with Salt Water Oil and Tar—Self Priming—Will Pump in Either Direction.

The rotor is service tested compound of Neoprene and other chemicals resulting in high resistance to abrasion or wear in operating oil and other liquids. The vanes of the rotor are highly flexible yet tough enough to resist high wear encountered by the damage of sand and other foreign matter passing the pressure ring vacuum and even the occasional burning as in the case of gasoline.

Lifts to test 25 to 30. Head in feet 30 to 40. Not to be used with synthetic solvents such as gasoline, naptha, etc.

No.	Each	Hours Between	Size P M Connection	Diam Shaft	Extreme Height	Extreme Width
No. 2	12.00	1 hr. on	¾	½	3¾"	3½"
No. 3	15.75	2.25 on	¾	½	3¾"	4"

No.	Extreme Dimensions Length	Base	Capacity G P M 600	1000	Weight
	Inches	Inches	R P M	R P M	Pounds
2	6½	3 x 1⅝	4	6.9	6.4
3	6⅝	3½ x 2	7	8.5	1.0

* Recommended maximum for continuous duty. Consult above based on 0 lbs. pressure. With special length of shaft. Price on application. Motor recommended ¾ H.P.

PERKINS MARINE LAMP & HARDWARE CORP.

1943 PITKIN AVENUE - BROOKLYN, N. Y.

Coast Guard Auxiliary, and as such we desire to be examplary in our conduct on the water.

Always come aboard by the Starboard gangway. Colors at 8:00 A.M. and sunset are observed. All gear and parts of the ship are referred to in proper nautical terms (not to be joked about.) Safety of personnel is the prime requisite. The Captain's and Skipper's orders are final and must be obeyed. Watch cigarettes, matches etc. especially when motor is running. Do not throw anything overboard in harbors (Boxes, paper, bottles, cans, etc.)

Keep lines coiled and made up neatly when not in use (see Skipper for details).

Your bunks must be made each morning, blankets and sheets stored. The ship must be kept neat and clean at all times. The galley must be immaculate after each use. A messy boat is not only improper—it is an insult to the owner and to good practice.

Food

Food will be provided for by the Skipper. If you desire soda water, beer, or liquor, it will be appreciated if you bring your own, as this item is appreciable on a large ship. Drinking to excess is not permitted as it endangers the lives of everyone.

Itinerary

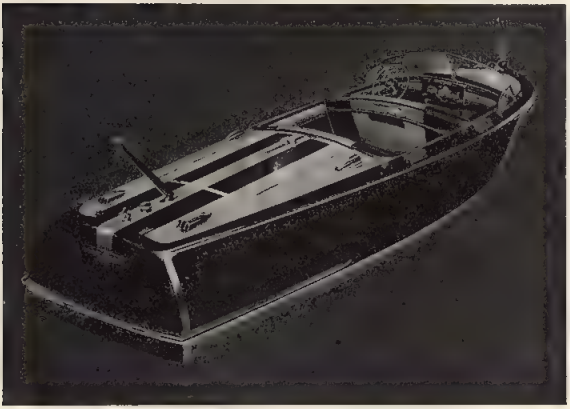
Leave word at home so you will not be expected at any special time or day. Yachting is an uncertain pleasure at best: we never know when we will be home, in spite of our best intentions. We cannot suit the safety of the vessel etc. to your convenience or plans—so don't be disturbed if you don't make connections!

If you have been able to get through the foregoing and can still stand it—*You are invited to sail!*

DUMONT CRUISES SOUTH

DONALD DUMONT, of DuMont Marine Service, Inc., New London, Conn., writes enthusiastically about his winter cruise to Florida down the Intracoastal Waterway aboard one of the new Wheeler 33-footers. The boat, he says, makes a true summer home in the North, and a winter home in the South. His 33 is powered with a Chrysler Crown that, he reports, didn't miss a beat on the entire run. It used only about 3 quarts of oil; gas consumption was 7 gallons per hour at 2,500 r.p.m., and as low as 3 gallons per hour at 1,800 r.p.m.

A THRILLER
by Century



Century Sea Maid 19 — Styled by C. Hatfield Dills

Century
BUILDER OF FINE INBOARD & OUTBOARD
BOATS

You'll know *this* boat when you see it! It's the most *beautiful* Century in a long history of beautiful Century boats! 19' 3" of ultra-smart design in a hull that rides like a dream. Luxurious comfort for six passengers in its roomy double cockpit. The permanent beauty of rich red mahogany with bleached mahogany accent. And built with Century's famous single plank, batten seam construction for years and years of seaworthiness with minimum maintenance cost. There are six motor options (Gray Phantom, Chrysler Ace, Chrysler Crown) for speeds from 32 to 41 m. p. h. See your Century dealer for details about delivery. Write us for literature on all the new Century boats for '47 both inboard and outboard.

CENTURY BOAT COMPANY, BOX 101, MANISTEE, MICHIGAN

Pleasure Ahead!
CHAMPION
Demand
AMERICA'S GREAT
OUTBOARD MOTOR
This ultra-streamlined beauty with its modern engineering principles has set the pace for the industry. Demand the new Champion. It is America's Great Outboard Motor
CHAMPION

THE EVOLUTION OF CELESTIAL NAVIGATION

(Continued from page 78)

Muller) was born at Konigsberg in Franconia on June 6, 1436. In 1452, at Vienna, he was a pupil of George Purbach. They detected a number of errors in the *Alfonsine Tables* and undertook the task of reconciling the epicyclic theory with observations of the actual movements of the planets. This attempt failed because the theory itself was faulty.

In 1463, Regiomontanus began work on *De Triangulis*, the earliest known book treating trigonometry as a substantive science; it was published at Nuremberg in 1533. Between 1468 and 1471, he completed his *Tabulae Directionum*, which was published four years later. This book was primarily an astrological treatise and therefore of great importance to the older astronomers. It also contained a table of tangents that was to prove valuable to mariners in computing their sailings.

Bernhard Walther became the pupil and patron of Regiomontanus in 1471 and together they constructed and equipped their famous observatory. Their observations of the great comet of January 1472 supplied the basis of modern cometary astronomy. Their *Ephemerides* for the 32 years 1474 to 1506 gave Columbus and other explorers valuable navigational data, including a complete description of a means for determining longitude at sea by lunar distances.

Regiomontanus died in 1476 but the observatory continued in operation until Walther's death in 1504. The work done at Nuremberg ushered in a new and vital era in practical astronomy. William IV of Hesse-Cassel and Tycho Brahe soon were to make radical improvements in observatory methods and instruments.

William in 1561 built at Cassel the first observatory fitted with a revolving dome. Also, he designed and used, for the first time in Europe, an instrument capable of measuring simultaneously the altitude and the azimuth of a heavenly body. Cassel was equipped to make time determinations for ascertaining right ascensions.

Tycho Brahe and the Beginning of Precision Measurements

BRAHE'S URANIBURGUM OBSERVATORY on the Danish island of Hveen began operations in 1576. Brahe was meticulous in making his determinations. He planned long series of sights, requiring years for completion, for each body in which he was interested. He built instruments of great size in order to obtain more accurate results. (We must remember that he lived before the telescope and vernier were invented.) An example in his mural quadrant its arc having a radius of 19 feet, accurate to 0.6 minute, an unprecedented degree of precision. This great inverted arc was attached to a meridian wall—a wall running due north and south at a known longitude—and was used to determine the declination of heavenly bodies. Brahe also developed a form of sextant, having of course only plain sights, for determining the distances between stars so that he could calculate their right ascensions.

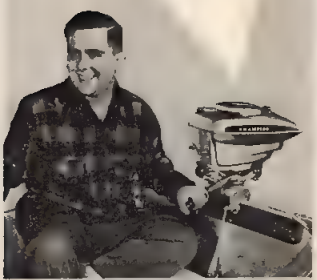
Brahe abandoned the ecliptic as the reference plane for his measurements, considering the equator to be more useful. Today, navigators always express declination as the distance north or south of the equator and always measure right ascension along the equator. Brahe's instruments and observations made possible the *Rudolphine Tables*, a publication of inestimable value to mariners; his methods afforded navigators better ways of doing their work at sea. Kepler succeeded Brahe and utilized the facilities of the latter's observatory as well as the records of his observations in developing his laws of the motion of heavenly bodies.

The interest in astronomy stimulated by these men soon manifested itself in other developments. We already have the story of Galileo. In 1631, at Paris, Pierre Gassendi recorded in detail for the first time in history the passage of a planet—Mercury—across the meridian. In the same year Vernier had the happy and useful idea of attaching permanently to the limb of a quadrant a second, smaller graduated arc, thereby permitting angles to be accurately determined. From 1655 until his death, Christiaan Huyghens developed and improved the pendulum clock and modified the telescope, utilizing these instruments in the discovery of new facts about Saturn. Two of his pendulum timepieces were the first watch-like mechanisms to be used to determine the longitude of a ship at sea. Jean Picard refined Huyghens' clock to make it more reliable for use in observatories. And at last, the great national and university observatories, providing the mariner with a continuing source of better astronomical data, began to be founded.

The French National Observatory was established in Paris in

(Continued on page 258)

for PLEASURE AHEAD!



DEMAND AMERICA'S GREAT OUTBOARD MOTOR

With the new Champion you'll know the thrill of perfect performance . . . the joy of instant, powerful response to your every boating mood.

For pleasure, for fun, for all that's good in outboarding, demand Champion—it is truly America's Great Outboard Motor.

4.2 H. P. Certified O. B. C. at 4300 R. P. M.

CHAMPION

OUTBOARD MOTORS

MINNEAPOLIS, MINNESOTA

BUELL AIR HORNS

A size and model for every type of craft from speed boat to ocean liner. Deep, rich, powerful tones that can be heard up to 10 miles. Not affected by moisture or salt water

Write for catalog sheet

BUELL MANUFACTURING CO.
2895 COTTAGE GROVE AVE., CHICAGO 16, ILL.

PRAESEPE WELCOMES GUESTS ABOARD

(*Continued from page 39*)

Those of you who have been with us before or have sailing experience can skip and excuse the details you know. For the newcomers, we hope the details are sufficient.

Let us begin by saying that yachting is a pleasure—but only if done properly. The perils of the sea are real and grave. The discomforts are many. It is for your safety and comfort and for your pleasure that this is written.

As noted later on, you are invited to sail with us. Please bring only the following personal equipment:

1 pair of rough soled rubber shoes or sneakers
2 woolen nose
1 wool slacks (men and women)
1 wool sweater or shirt
1 waterproof jacket or oilskin
1 cap or scarf
1 swim trunks
1 sun oil or noxzema
1 tooth brush

(The ship is equipped with linen, towels, blankets, water, food, etc. for 8 people).

Do *not* bring a suitcase! This is important. Stowage space on a yacht is at a premium. Bring what is necessary and no more. Use a soft collapsible canvas bag or other carrier that can be stored in a small space.

You *will* get *wet*. You will get *cold*. We cannot be expected to supply all your wants. Prepare yourselves against wet and cold. This is not a 'dress" affair. Do *not* come aboard in high heels, fancy hat, leather-soled shoes, dress coat etc. There is no place to stow them. Please wear or bring old, warm clothes—no matter what the weather when we start.

Girls

We love you no matter how you look—first of all be warm dry and safe—romance lives in spite of all of this—and you will have to cook do dishes and make bunks clean the ship etc so don't be surprised.

Boys

You will be expected to help run the ship. This means every man to his best suited duty. The engine—the electric department—the sails—the halyards—the mooring and anchor etc. You'll sweat get dirty and wet and cuss—but you asked for it.

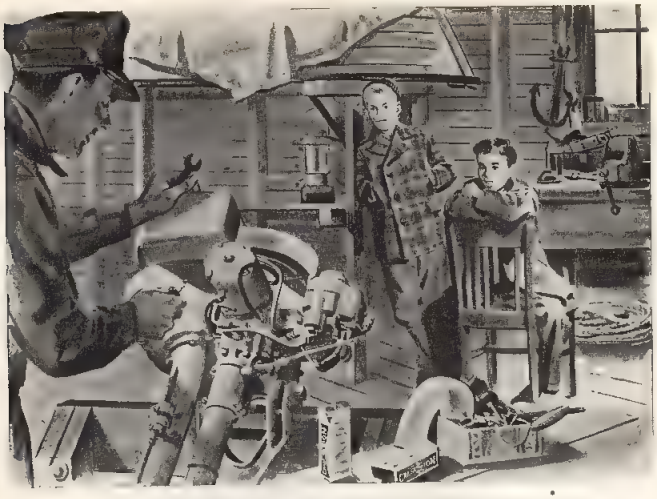
The "Head"

Never put matches, cigarettes or any other heavy articles in the toilet bowl. This error alone can spoil a trip. Ask the Skipper or someone who knows how to operate the "head" before you try.

Formalities and Etiquette

We have a fine ship. It is registered in Lloyd's—in the Yacht Racing Association etc. We are proud of it. Moreover, we are members of the Port Washington Yacht Club, officers of the United States Power Squadrons and Navigators, and members of the U. S.

(*Continued on page 94*)



"He'll prob'bly win again this year"

It's a regular habit . . . the way outboard champs put in brand new Champion Spark Plugs every year. If you wonder why, let's take a quick look at the racing records last year:

In every major outboard event the winning boat—and often, all the others in the money—were *Champion* equipped! What more need be said about this favorite marine spark plug?

And Champions *are* just that! Inboard, outboard, pleasure and commercial craft . . . all prefer and use dependable Champions in vast majority.

That's why, if a fella's a champ and you see him putting Champions in his engine this time of year . . . chances are pretty good that he'll prob'bly win again. Champion Spark Plug Company, Toledo 1, Ohio.

Listen to the CHAMPION ROLL CALL, *Harry Wismer's fast sportscast every Friday night, 9:55 EST over the* ABC *network.*

CHAMPION SPARK PLUGS

"Dependable for every Marine use"

Sunny Maple

Simple but attractive Colonial design . . . sturdily built. Seat cushion spring unit on No-Sag base. Both seat and back cushions (spring filled) reversible for long even wear. Upholstered in Tapestry or Cotton Stripe as shown. Rigid Hardwood frame has honey-toned Maple finish; hand rubbed to a satin-smooth deep luster. 19½ by 58 by 34 in. high. Wt. 150 lbs. From Ind. Colors: Rose, Blue, Green, Beige or Wine. Specify Fabric and Fabric color.

87778X M7540 . . . . . $107.70

MAPLE WING CHAIR. Use it with matching Maple sofa and arm chair to form the basis of an attractive living room group or as an informal occasional chair in any room. Same construction and fabric as sofa and arm chair. Seat 19½ by 19½ in. Ht. 34½ in. Wt. 52 lbs. From Ind. Colors: Rose, Blue, Green, Beige or Wine. Specify color and fabric.

87779X M3265 Retail . . . $46.60

MAPLE ARM CHAIR. Matches sofa and wing chair above. Same construction and fabric. Seat 19½ by 19½ in. Ht. 34½ in. Wt. 50 lbs. From Ind. Colors: Rose, Blue, Green, Beige or Wine. Specify color and fabric.

87780X M3075 Retail . . . $43.90

FOR HOME OR OFFICE. Charles of London. Handsome sofa and chair in durable artificial leather or top grain genuine leather. Sofa, 21 by 77 by 31 in. high. Chair, 21 by 34 by 31 in. high. From Chicago factory. SPECIFY: Maroon, Tan, Green or Blue.

87337X M13965	Sofa. Artificial leather. Wt. 230 lbs. . .	$199.50
87338X M25950	Sofa. Genuine leather. Wt. 230 lbs. . . .	365.00
87339X M7140	Chair. Artificial leather. Wt. 110 lbs. .	102.00
87340X M11900	Chair. Genuine leather. Wt. 110 lbs. . .	170.00

CAPTIVATING CHENILLE DOLLS

No. 4055—Gloria Jean Chenille Cuddle Doll. So delightfully soft and cuddly with cute flirty eyes and winsome beauty that she captivates the hearts of all. Features silky mohair rayon curls that peep demurely from beneath the removable wide brimmed bow trimmed bonnet. Of soft downy baby chenille in many assorted pastel colors, she also has long wide glistening rayon satin neck bow and hand tinted pressed unbreakable face. Height 15 inches.

Each $1.10
Per dozen $12.00

No. 4057—Chenille Thunderbolt Horse. This irresistible soft cuddly horse captures the fancy of young and old and is a popular favorite with all. Attractively made of thick fluffy baby chenille in assorted gay pastel colors with soft silky mohair rayon curly mane and long flowing tail. Features rich black shiny saddle and girth well made of shiny material that compares with patent leather. Also has matching bridle and reins. Large round eyes roll realistically from side to side. Height, 7½ inches, length, not including tail, 13 inches.

Each $1.25
Per dozen $14.00

No. 4152—Donna Mae Chenille Cuddle Doll. Our best, most lovable doll that delights the youngsters. Cleverly designed in soft stuffed cuddly style that is so popular. Well made of high grade soft downy baby chenille in many assorted pastel colors. Features removable wide brimmed contrasting chenille bonnet with wide lustrous rayon satin neck bow. Has soft silky rayon mohair curls that demurely peek from under the bonnet. Pressed unbreakable face is realistically hand tinted for extra value. Height, with bonnet 15 inches.

Each $1.10
Per dozen $12.00

No. 4151—Miss Mabel Chenille Cuddle Doll. A daintily dressed doll with a cute whimsical expression that captivates the children. Delightfully soft and cuddly for added appeal. Made of fine quality soft fluffy baby chenille in a wide variety of pastel colors. Radiantly beautiful, this fine doll has soft silky mohair rayon curls that impart an irresistible and pert appearance that enhances the beauty of the realistically tinted pressed unbreakable face and big blue eyes. Wide neck bow is of glistening rayon satin ribbon. Height, 14½ in.

Each ..... 90¢
Per dozen $10.00

No. 4068—Chenille Cuddle Doll. Same style as above but a little smaller in size. Height, 12 inches.

Each ..... 75¢
Per dozen $8.00

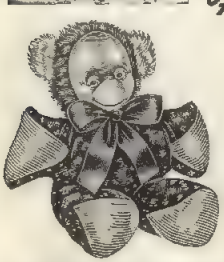
No. 4054—Bonnie Lee Chenille Cuddle Doll. Just as sweet and demure as she can be with cute flirty eyes that delight the youngsters. Dainty and lovely she is made of thick baby chenille in gay pastel colors, featuring latest wide bonet-effect ruffle on her well rounded head. Also has silky mohair rayon curls and lustrous rayon satin neck ribbon and bonnet bow. Has realistically hand tinted unbreakable face. Height, 12 inches.

Each ..... 90¢
Per dozen $10.00

No. 4076—Chenille Cuddle Doll. Same style as above but smaller in size. Height, 12 inches.

Each ..... 75¢
Per dozen $8.00

Fuzzy Wuzzy Animals



No. 4142—Fuzzy Wuzzy Monkey. A popular cuddle animal whose amusing facial expression delights the youngsters. Features soft cuddly chenille body, legs and arms of brightly colored printed percale. Has realistically colored pressed unbreakable face and fuzzy wuzzy head and ears. Also has large bright lustrous rayon satin neck bow for a touch of added beauty. Height, sitting, 12 in.

Each $1.35

No. 4141—Fuzzy Wuzzy Bear. An appealing cuddle animal that is an instant favorite with young and old. Delightfully soft overstuffed body, legs and arms are of colorful printed percale. Features smiling unbreakable tinted face and fuzzy wuzzy head. Has shimmering rayon neck bow in assorted colors. Height, 12 inches.

Each $1.35

No. 4088—Fuzzy Wuzzy Bear. Same style as above but has head of fuzzy imitation hair and is 14 inches in height.

Each $1.00

No. 4140—Fuzzy Wuzzy Cat. Every child is certain to desire this soft cuddly cat that has flirty eyes and the most winsome smile you've ever seen. Pressed unbreakable face is realistically tinted. Also has fuzzy wuzzy head and ears and extra soft overstuffed body, legs and arms of gayly patterned printed percale. With a bright large rayon satin neck bow that adds to its sweet appearance. Height, sitting, 12 inches.

Each $1.35

PULL TRAIN SET

Marx

Size 29 inches long overall, 2½ inches wide, 3 inches high. Set consists of steel Locomotive Tender combination and two Gondolas. The three pieces are easily connected by sliding coupler. Locomotive is of new streamlined design with shinny dummy headlight. Gondolas can be loaded and are designed similar to real railroad gondola car finished in shiny baked enamel colors.

Weight per shipping carton, 44 lbs.
2 dozen in shipping carton.

C535—Per dozen.. **$18.80**

Suggested retail price $1.19 each.

MINIATURE PULL TRAIN SET

Marx

Size 20 inches long overall, 1¼ inches wide, 1⅝ inches high. Steel Locomotive and three Gondolas in bright baked enamel colors with sliding coupler for attaching cars to each other.

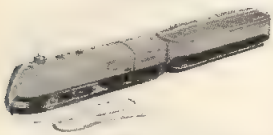
Weight per shipping carton, 30 lbs.
1 set in box.
6 dozen in shipping carton.

C1524—Per doz..... **$9.90**

Suggested retail price $0.65 each.

LOCOMOTIVE & PULLMAN

Wolverine



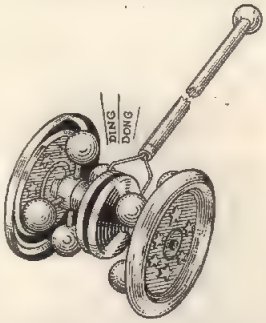
All metal brightly lithographed. Big locomotive equipped with a bell is coupled to a modern pullman car. Length of combination 31¼ inches.

Weight per shipping carton, 33 lbs.
12 in a shipping carton.

W163—Per dozen.. **$26.50**

Suggested retail price $1.79 each.

NOVELTY PUSH CHIME

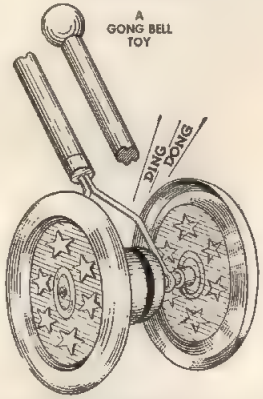


Heavy gauge enameled steel wheels and plated gongs. Eight attractive rainbow colored balls. Extra large gongs. Hardwood push handle 18½ inches long. Wheels 5¼ inches in diameter.

Weight, per shipping carton 52 lbs.
Individually boxed.
3 dozen in shipping carton.

5Z145—Per dozen **$17.20**

Suggested retail price $1.19 each.



Heavy gauge enameled steel wheels and plated gongs. Hardwod push handle 18½ inches long. Wheels 5¼ inches in diameter.

Weight, per shipping carton 40 lbs.
Individually boxed.
3 dozen in shipping carton.

5Z525—Per dozen.... **$9.60**

Suggested retail price $0.59 each.

MUSICAL PUSH ROLLER

Made of heavy steel, enameled in bright colors. Plays a tune when in motion. 6x4 inches with enameled handle 18 inches long.

Weight, per shipping carton 17 lbs.
½ dozen in box.
3 dozen in shipping carton.

3J1210—Per doz... **$15.60**

Suggested retail price $1.19 each.

PLAYBOY STICK HORSE

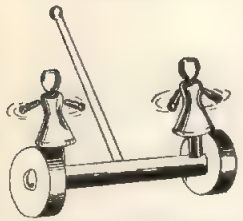
The head of this new play-toy is made from "Huboid" the tested material. It is strong and durable—will not break under ordinary usage. The stick and runner are of wood. Length 33 inches, width 4½ inches.

Weight per case, 15 pounds.
Individually boxed.
1 dozen in a case.

1E50—Per doz..... **$8.40**

Suggested retail price $0.50 each.

TINY TOT WHIRLING DOLLS



A fascinating pre-school push toy made entirely of wood, consisting of two large drive wheels mounted on an axle, on which two dolls are attached and so arranged as to whirl in opposite directions as the toy is pushed. As the dolls revolve, the arms automatically swing out, adding to the appeal. All parts are finished in bright colored enamel, safe for children.

Size 20x7⅝x5¾ inches overall.

Weight per shipping cart., 17 lbs.
1 in a box.
3 dozen in a shipping carton or Open Stock.

C107—Per dozen **$8.00**
Suggested retail price $0.59 each

HOBBY CHIME

Extra strong steel wheels and plated gongs. Lithographed design of horse's head. Jingle bells on rein. Length 28½ inches, width 6¼ inches, height 6¾ inches.

Weight, per shipping carton 48 lbs.
2 dozen in shipping carton.

5Z36—Per dozen.. **$21.70**
Suggested retail price $1.29 each.

DING DONG DOGGIE

All steel platform enameled in bright colors. Moving arms ring bell. Amusing action. Bright colors. Lithographed chaarcters. Length 14¼ ins., width 5 inches, height 7½ inches.

Weight, per shipping carton 28 lbs.
1 in a box.
1 dozen in shipping carton.

5Z853—Per doz. **$22.00**
Suggested retail price $1.39 each.

MAJOR BELL TOY

All steel platform enameled in bright color. Swinging batons. Bright lithographed colors. Moving arms jingle bells. Length 11½ inches, width 5 inches, height 14 inches.

Weight per shipping carton, 28 lbs.
1 in a box.
1 dozen in shipping carton.

5Z854—Per doz..... **$24.60**
Suggested retail price $1.59 each.

DOUBLE HORSE PULL CART

Two colored lithographed horses mounted on wood pulling bright red enameled cart with green enameled steel wheels; eqiupped with nickel plated chimes in wheels. Size 16 ins. long. 6 inches high, 5 inches wide.

Weight per shipping carton, 16 lbs.
2 to a box.
1 dozen in shipping carton.

2H608—Per doz... **$25.20**
Suggested retail price $1.50 each.

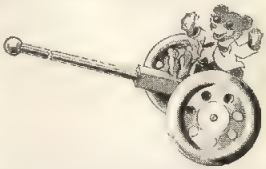
PULL CHIME ASSORTMENT

Colorfull lithographed horse and dog mounted on wood pulling large enameled steel wheels with nickel plated chimes. Size 13 inches long, 6 inches high, 4½ inches wide

Weight per shipping carton, 27 lbs.
4 to a box.
2 dozen ass't to shipping carton.

2H600—Per doz... **$16.80**
Suggested retail price $1.00 each.

PUSH CHIME WITH TEDDY BEAR



Large red enameled steel wheels with two sets of nickel plated double chimes—colorful lithographed teddy bear mounted on wood—push stick is finished in green enamel with red ball. Size 24½ inches long, 7 inches high, 6¼ inches wide.

Weight per shipping carton, 27 lbs.
4 to a box.
2 dozen in shipping carton.

2H625—Per doz... **$16.80**
Suggested retail price $1.00 each.

CHRISTMAS BELLS

Three Christmas Bells in a cluster suspended on plastic chain from red ribbon bow. 1 on a card.

Weight per box, 1¾ pounds.
1 dozen cards in a package.
12 dozen in box or open stock.

5L10—Per dozen **$1.68**
Suggested retail price 2 for $0.25

Three Sleigh Bells in a cluster suspended on plastic chain from red ribbon bow. 1 on card.

Weight per box, 6 pounds.
1 dozen cards in package.
12 dozen in box or open stock.

5L12—Per dozen. **$1.68**
Suggested retail price 2 for $0.25

Seven—⅝ inch bright nickel plated bells on card.

Weight per box, 5 pounds.
1 dozen cards in package.
10 dozen in box.

5L23—Per dozen..... **$1.64**
Suggested retail price $0.10.

CHRISTMAS BELLS

Seven assorted colored ½ inch bells on card.

Weight per box, 5 pounds.
1 dozen cards in package.
10 dozen in box.

5L17—Per dozen .. . **$1.64**
Suggested retail price $0.10

Bright nickel plated bells for use on party costumes, gift packages, trees, skates, shoes, toys, etc.

6—⅝-inch bells on card.
Weight per box, 4 lbs.
6 dozen cards in box, or open stock

5L18—Dozen cards.... **$1.64**
Suggested retail price $0.10

Christmas Bells, ¾x½ inch. For package or tree decoration. 5 on card.

Weight per box, 2¼ pounds.
10 dozen cards in box or open stock.

5L19S—Silver color

5L19G—Gold color.

Dozen cards..... **$1.64**
Suggested retail price $0.10

CHRISTMAS BELLS

Seven assorted sizes bright nickel plated bells on card.

Weight per box, 5 pounds.
1 dozen cards in package.
10 dozen in box.

5L20—Per dozen..... **$1.64**
Suggested retail price $0.10

4—⅝ inch bright nickel plated bells attached to red rayon cord.
Weight per box, 3½ pounds.
6 dozen in box, or open stock.

5L28—Dozen cards.. **$1.64**
Suggested retail price $0.10

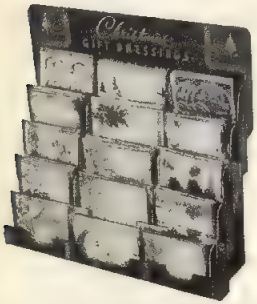
4—½ inch bright nickel plated bells attached to red rayon cord.
Weight per box, 2½ pounds.
6 dozen in box, or open stock.

5L29—Doz. cards..... **$1.64**
Suggested retail price $0.10

3 dozen bright nickel plated bells, assorted sizes with red cord enclosed for tying purposes in glass jar.
Weight per dozen, 10¾ pounds.
2 dozen in shipping carton or open stock.

5L24—Per dozen..... **$9.00**
Suggested retail price $0.59 each.

ASSORTED CARDS, TAGS AND SEALS



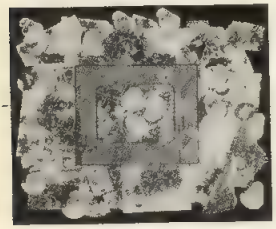
Attractive upright counter display cabinet, containing 100 — 5c cellophane envelopes of Christmas cards, strung tags and seals. All printed in four colors and gold or silver.

Weight per shipping carton, 40 lbs.
20 cabinets in shipping carton or open stock.

7G9080—Per cab. .. **$6.70**

Suggested retail price $0.05 per envelope.

CHRISTMAS CARDS, TAGS AND SEALS



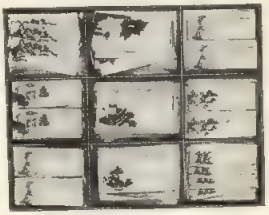
A new 40 piece assortment of Christmas gift cards, tags, and seals, enclosed in an attractive Red, green and white cellophane window envelope, size 4⅛x5⅛ inches.

Wt. per shipping carton, 26 lbs.
1000 in a shipping carton or Open stock.

7G9091—Box of 100 envelopes .. **$6.40**

Suggested retail price $0.05 per envelope.

CARD AND TAG CABINET



Cabinet of assorted sizes and designs of Christmas Cards and Tags. 100 envelopes in cabinet.

Weight per cabinet, 1½ lbs.
100 envelopes in cabinet.

7G9084—Per cab. . **$6.70**

Suggested retail price $0.05 per envelope.

GIFT PACKAGE DRESSING

Complete 90 piece assortment of Gift Package Dressing enclosed in a 4 color cellophane window envelope, size 5x7 inches.

7G9093—Per box of 50 envelopes **$6.50**

Suggested retail price $0.05 per envelope.

XMAS PACKAGE DRESSINGS

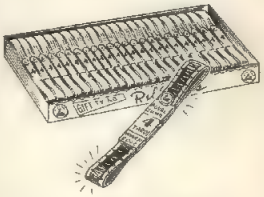
100 packages of Christmas Seals in assorted sizes and designs, in cardboard cabinet. Size of cabinet 10½x-11½ inches.

Weight per shipping cart., 28 lbs.
20 cabinets in shipping carton or open stock.

7G9081—Per cabinet **$6.70**

Suggested retail price $0.05 per envelope.

GIFT TYING RIBBON

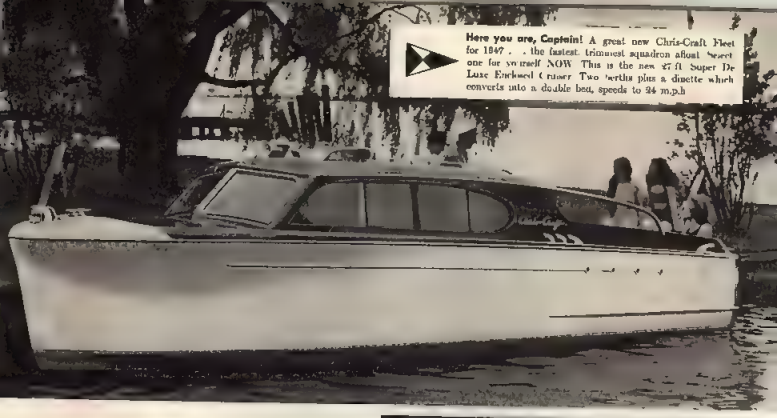


Gift tying ribbon assortment consists of 4 dozen hanks of ribbon made of tinsel, rayon and cellophane. Widths ⅜ to ⅝ inch. Colors white, red, blue and green. 4 yards in hank.

Weight per assortment, 1 lb.
4 dozen ass't in box.

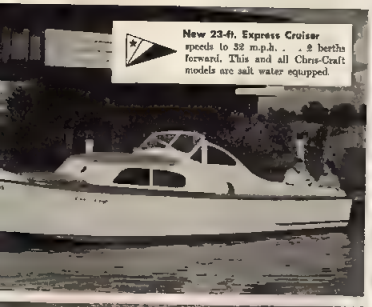
15E4601—Cab. of 4 dozen **$6.40**

Suggested retail price $0.10 per hank



Here you are, Captain! A great new Chris-Craft Fleet for 1947 . . . the fastest, trimmest squadron afloat! Select one for yourself NOW. This is the new 27-ft. Super De Luxe Enclosed Cruiser. Two berths plus a dinette which converts into a double bed, speeds to 24 m.p.h.

Chris-Craft!



New 23-ft. Express Cruiser speeds to 32 m.p.h. . . . 2 berths forward. This and all Chris-Craft models are salt water equipped.

New Sportsman for sportsmen the world over . . . a big carrying capacity all purpose Chris-Craft, that will provide carefree rest and relaxation for you. 25-ft. overall . . . speeds up to 34 m.p.h. the finest craft of its class afloat.

This view shows the inviting interior of the new 1947 Chris-Craft 26-ft. Enclosed Cruiser. Also available new 26-ft. Sedan Enclosed Cruiser.

Your Chris-Craft Dealer has all the data on the new Chris-Craft Runabouts, Utility Boats, Express Cruisers and Cruisers for 1947 . . . Deliveries on some models are available . . . Buy now, then

Command your own

Chris-Craft

CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

THIS IS WHAT WE MEAN WHEN WE SAY...

"CHURNS WHILE YOU REST"

While Dad reads the Farm Journal and Mother gets on with her knitting, Gem Dandy Electric Butter Churn makes the butter . . . without effort or attention.

In about 15 minutes Sister will turn it off and spoon out delicious lumps of fresh butter... *15% more butter* than by old-fashioned methods.

Yes, drudgery goes out of the window when you plug in Gem Dandy Electric Butter Churn. *It churns while you rest.*

Gem Dandy Electric Churn pays for itself over and over again in time, work and money saved. Churns any amount up to 5 or 6 gals. at one time.

Hundreds of thousands of farm wives are now making their own fresh, wholesome butter and healthful buttermilk this modern, *effortless* way—with Gem Dandy Electric Churn.

Gem Dandy Electric Churn is adjustable to fit jar or crock up to 6 gals. Gem Dandy transparent Duraglas Jars, made especially for use with Gem Dandy Electric Churn, are sold separately. Prices: 3-gal. about $1.95. 5-gal. about $2.45.

Buy a Gem Dandy Electric Churn today! Sold by most hardware and electrical appliance dealers. If you can't find a Gem Dandy dealer, write

ALABAMA MANUFACTURING CO.
Birmingham 3, Alabama

SPECIAL FEATURES:

Scientifically designed, slow-speed, long-life motor . . . aluminum base, shaft and adjustable aluminum dasher. Sanitary—easy to clean. Acid resisting Neoprene supports, cord and plug. Deluxe model has convenient switch in cord. Average operating cost about 10c per month. Gem Dandy Electric Churn is fully guaranteed.

DELUXE MODEL
Illustrated
without jar **$19.95**

STANDARD MODEL
without jar **$16.95**

SMILIN' JACK COLORING BOOK

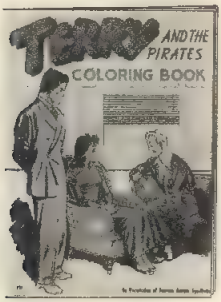
48 pages to color. Colored covers. Size of book 8¼x10¾ inches.

Weight, per shipping carton 37 lbs. 1 gross in shipping carton or open stock

V397—Per dozen **$1.60**

Suggested retail price $0.10 each

TERRY COLORING BOOK



48 pages to color. Colored covers. Size of book 8¼x10¾ inches.

Weight, per shipping carton 37 lbs. 1 gross in shipping carton or open stock

V398—Per dozen **$1.60**

Suggested retail price $0.10 each.

DICK TRACY COLORING BOOK

48 pages to color. Colored covers. Size of book 8¼x10¾ inches.

Weight, per shipping carton 38 lbs. 1 gross in shipping carton or Open Stock.

V399—Per dozen **$1.60**

Suggested retail price $0.10 each.

"HARVEY" COLORING BOOK

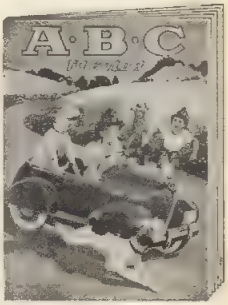
32 page book to color. Colored covers. Size of book 8¾x15 inches.

Weight per shipping carton, 33 lbs. 1 dozen banded. 1 gross in shipping carton or open stock.

V391—Per dozen..... **$1.60**

Suggested retail price $0.10 each.

A-B-C BOOK TO COLOR



32 pages to color. Colored covers. Size of book 10⅞x15 inches.

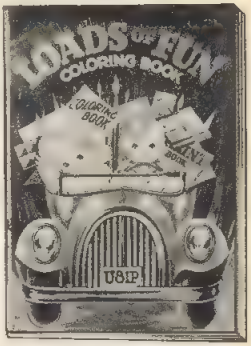
Weight per shipping cart.. 39½ lbs. 1 dozen banded. 12 dozen in shipping carton or open stock.

V363—Per dozen..... **$1.60**

Suggested retail price $0.10 each

LOADS OF FUN COLORING BOOK

Saalfield



Size 10⅞x15½ inches. 24 pages and colored covers.

Weight, per shipping carton 31 lbs. 1 dozen banded. 1 gross in shipping carton.

V314—Per doz..... **$1.60**

Suggested retail price $0.10 each.

RAGGEDY ANN AND RAGGEDY ANDY COLORING BOOK

Saalfield

Size 10⅞x14 inches. 32 pages and colored covers.

Weight, per shipping carton 29½ lbs.
1 dozen banded.
1 gross in shipping carton.

V370—Per doz..... **$1.60**

Suggested retail price $0.10 each.

HAPPY COLORING BOOK

Saalfield

Size 11x15 inches. 24 pages and colored covers.

Weight, per shipping carton 30 lbs.
1 dozen banded.
1 gross in shipping carton.

V321—Per doz..... **$1.60**

Suggested retail price $0.10 each.

YOU COLOR IT

Saalfield

Size 10½x15 inches. 24 pages and colored covers.

Weight, per shipping carton 32½ lbs.
1 dozen banded.
1 gross in shipping carton.

V322—Per doz..... **$1.60**

Suggested retail price $0.10 each.

CRACK THE WHIP COLORING BOOK

Saalfield

Size 10⅞x15 inches. 24 pages and colored covers.

Weight, per shipping carton 30½ lbs.
1 dozen banded.
1 gross in shipping carton.

V320—Per doz..... **$1.60**

Suggested retail price $0.10 each.

THREE RING CIRCUS COLORING BOOK

Saalfield

Size 10⅞x14 inches. 32 pages and colored covers.

Weight, per shipping carton 29½ lbs.
1 dozen banded.
1 gross in shipping carton.

V387—Per doz..... **$1.60**

Suggested retail price $0.10 each.

ANIMAL BOOK TO COLOR

Saalfield

Size 10¾x15 inches. 24 pages and colored covers.

Weight, per shipping carton 32 lbs.
1 dozen banded.
1 gross in shipping carton.

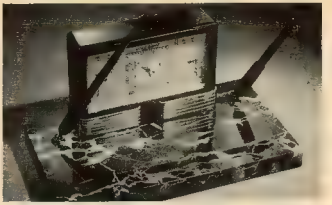
V312—Per doz..... **$1.60**

Suggested retail price $0.10 each.

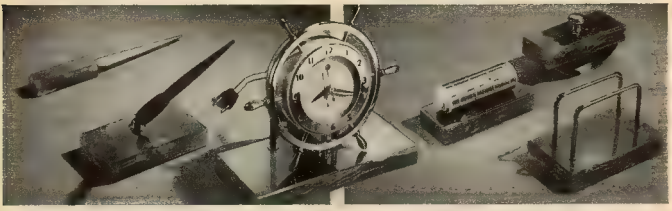
18237 M2000 Mahogany Finish. Base 14 by 5½ x ⅞ in.....**$30.00**

18207 M4250 Pedrara (white) Onyx **$63.75**
18208 M5225 Argentine (green) Onyx **78.50**

18234 M2000 Twin Pens and Clock on Onyx base. ..**$30.00**



18209 M4250 Taylor Baroguide Retail Price. **$63.75**



Argentine Onyx 6-pc. Set. Sold as a Unit or Separately.

MAHOGANY FINISHED SET

Telechron electric Clock. Two Wahl desk pens with 14K Gold points.

Rich-toned Mahogany finished hardwood base and clock case with contrasting inlay. Telechron Electric Clock with 5 ft. cord For 110-120 Volt A.C. only. Felt padded base.

18237 M2000 Base 14 x 5½ by ⅞ in..**$30.00**

TWIN PENS AND CLOCK ON ONYX BASE

America-made 30-hour clock. Two pens. 11 by 7 in. genuine Onyx base.

Richly veined Onyx base holds two 14-K Gold point fountain pens and accurate 30-hour clock. Clock is a dependable American make. Has gold colored heavy metal frame.

18234 M2000 Retail Price **$30.00**

PEDRARA or ARGENTINE ONYX BASE

Telechron Electric Clock. Highly polished Brass Marine Wheel Trim.

Accurate Telechron electric clock with 5 ft. cord. For 110-120 volt A.C. only. Twin Wahl pens with 14K Gold Points. 7 x 13 in. base.

18207 M4250 Pedrara (white) Onyx.**$63.75**
18208 M5225 Argentine (green) Onyx **78.50**

BAROGUIDE by TAYLOR

Baroguide movement with forecast dial. For altitudes up to 3,500 ft.

Indicates temperature and humidity, and warns you well in advance of impending changes. Black Plastic case; 7 by 13 inch richly veined Black Onyx base. 2 Wahl pens.

18209 M4250 Retail Price **$63.75**

SIX PIECE DESK SET

Genuine Argentine (Green) Onyx

Six beautiful pieces . . . each with ⅞ inch deep Argentine Onyx base. Exquisitely colored and veined. Highly polished Brass trim. Marine Wheel Telechron Electric Clock . . . keeps accurate time. With 5 ft. cord. For 110-120 volt A.C. only. 14-K Gold point Wahl pen in swivel socket. Adjusts to any angle. All pieces have full felt pad under base to protect desk surfaces. Perpetual calendar has Satin-Brass finish.

18210 M225 Letter Opener **$3.50**
18211 M1275 Pen and Base.....**20.50**
18212 M1625 Telechron Clock. 9⅛ x 7⅛ in. base.....**24.50**
18213 M275 Calendar. 5 x 2 in..... **4.00**
18214 M500 Letter File. 5 x 3 in. . **7.50**
18215 M450 Rocker Blotter. 5 x 2 in.. **6.75**
18216 M4000 Complete Six Piece Set **66.00**

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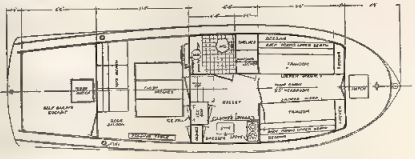
"Owners Recommend Them"

RUGGED. 34 ft. of time-tested construction thus assuring years of carefree cruising. Oak keel 4" x 15", oak frames 1¼" x 2½", planking 1" Jersey white cedar.

MODERN. Luxurious comfort coupled with efficient design.

PRACTICAL. Trunk cabin design. A safe walkway forward. Maximum ventilation with windows rather than ports.



On Long Island see them at
H. J. MacDONALD, INC.
58 FRONT ST., EAST ROCKAWAY

Overnight accommodations for six on the Wanderer, four on the Fisherman. Single or twin engines. Speeds to 25 m.p.h.

COLONIAL BOAT WORKS, INC. Drawer 309 **MILLVILLE, N. J.**

Palmer Scott & Co., Inc.

Builders of the
Weasel and Wood Pussy

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Immediate Deliveries

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DAVIT WINCHES

In 3 sizes, with capacities from 400 to 1500 lbs. lift. Made to fit any davit: manually operated. Lowers with complete safety.

BOAT DAVITS
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STAINLESS STEEL LIFELINES

The above Merriman equipment is made to order. Send details of your requirements.

Merriman Bros., Inc.

185 AMORY STREET BOSTON 30, MASS.

TEST BOAT *Model 16 Sea Sled with inboard 55 h.p. motor installed maneuvering at speed with the shortest possible zig-zag turns (see wake) with 800 pounds of lead billets carried above the deck and no other ballast. This is one of the models leading to the new inboard installed small Sea Sleds.*

The Model 13 and Model 16 outboards are coming off the production line steadily.

All mahogany planking and decking.

Deliveries increasing daily.

HICKMAN SEA SLED COMPANY 201 DEVONSHIRE STREET BOSTON, MASSACHUSETTS

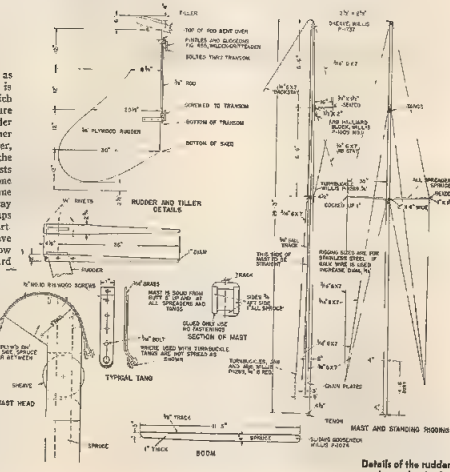
LIMITED DEALER TERRITORIES

TRIVIA

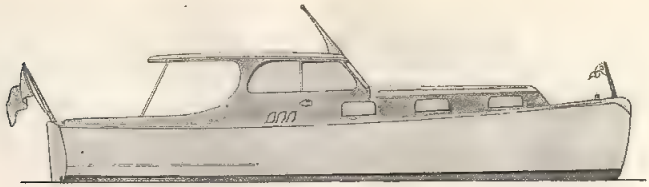
(*Continued from page 64*)

boomkin should be made of oak about as shown in the arrangement plan and is securely bolted down to the deck which extends a little inside of the coamings. Wire rope braces run from the eye on the under side of this boomkin down to either corner of the transom. For carrying on a trailer, the mast might be spliced just above the spreader much after the manner of masts used in Frostbite dinghies. If this is done the splice should be a long diagonal line arranged with brass straps in such a way that the upper part will slide into the straps which would be fastened to the lower part. Actually, it would be much better to have the mast all in one length arranged to stow on top of the cabin and projecting forward over the towing car.

Just one more point may need some slight explanation. This has to do with the chine construction. The inner chine strip is used to fasten the topsides and bottom of the planking and the two edges do not need to come as a close fit and neither do you have to bother with the troublesome bevel which usually occurs up forward. When your plywood is in place, you simply take a sharp rabbet plane or a power router and cut out the notch to take the outer chine strip. This strip is glued and held in place with some galvanized iron nails. It will give a nice finish along the chine and will protect



Details of the rudder, mast, and rigging



COLONIAL CRUISERS

"Owners Recommend Them"

VALUE

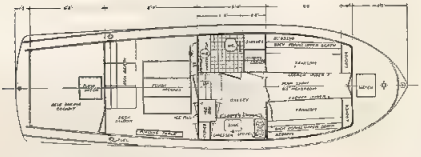
Honest construction. A treasured possession in any yacht fleet.

BEAUTY

Modern styling. Luxurious appointments.

PERFORMANCE

Safe for the novice. Especially appealing to experienced yachtsmen. The rugged Time-Tested construction assures years of Care-Free cruising.



The 34 foot Wanderer sleeps six. The Fisherman four. Speeds to 25 m.p.h. Single or twin engines.

COLONIAL BOAT WORKS, INC.

Drawer 309

MILLVILLE, N. J.

Special Gift Value!

COLONIAL STYLE DOLL HOUSE

only **2.98**

- *large 2-story house; four spacious rooms inside*
- *rooms have painted rugs, linoleum on floors*

Finest home a doll family could wish for! Realistic details: big white pillars set off this colonial style house; cool green shutters decorate the windows; bright red roof, 2 wooden chimneys. Just watch your little girl's eyes shine when she sees it! Sturdily made of U. S. Gypsum hardboard. Pillars and porch top construcied of smooth, grooved, finish hardwood. House measures 24 inches long, 13¼ inches high, 10½ inches deep.
A35J 6044. Mailable. Shpg. wt. 10 lbs. **2.98**

COMPLETE DOLL HOUSE FURNISHINGS

- *realistically detailed in natural colors*
- *sturdy, hard-to-break sanitary plastic*
- *scaled to perfectly fit in doll houses shown*

1.—8-Pc. Dining Room Suite. Handsome Duncan Phyfe design. Includes table, four chairs, breakfront credenza; server buffet.
35J 6005. Shipping weight 14 oz. . . . . 8-pcs. **98¢**

2.—13-Pc. Living Room Suite. Includes tiny grand piano with raised keys, foot pedals. Piano bench, davenport, club chair, barrel chair. Console radio, fireplace, 2 end tables, cocktail table, floor lamp and 2 table lamps.
35J 6047. Shipping weight 14 oz. 13-pcs. **1.98**

3.—8-Pc. Bedroom Set. Twin beds, dresser with mirror, vanity table with mirror, bench, high-boy, night table, lamp.
35J 6046. Shipping weight 14 oz. 8-pcs. **1.39**

4.—8-Pc. Kitchen Set. Every convenience! Modern design stove refrigerator and sink; kitchen table with four chairs.
35J 6007. Shipping weight 14 oz. . . . . 8 pcs. **1.19**

5.—6-Pc. Bathroom Set. Modern streamlined fixtures include tub lavatory, clothes hamper and toilet with movable seat.
35J 6008. Shipping weight 14 oz. . . . . 6-pcs. **74¢**

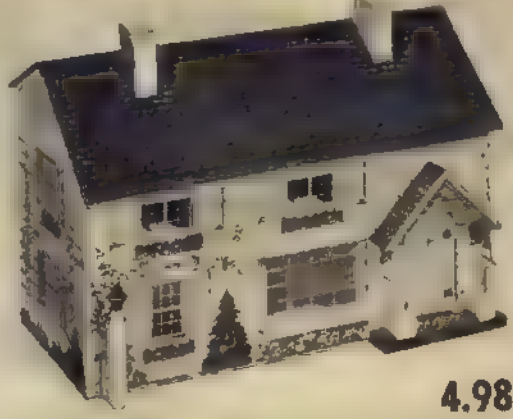
6.—9-Pc. Nursery Set—with Baby! Tiny plastic baby has movable arms and legs; set includes crib on rockers, play pen, high-chair with overhead tray. Bathing table, dresser and night stand with lamp, lamp shade; tiny carriage.
35J 6032. Shipping weight 14 oz. 9-pcs. **1.39**

3.79

Thrill Your Little Girl with This All-Metal Doll House!

- *practically unbreakable—smooth, rounded corners*
- *simple to assemble—all pieces lock easily into place*

So roomy! 8 big rooms, including nursery and bathroom. Completely decorated—ready for doll family to move in. Furniture above fits perfectly! Lithographed in bright colors. 22x20½x11 inches.
A35J 6021. Mailable. Shpg. wt. 8 lbs. **3.79**

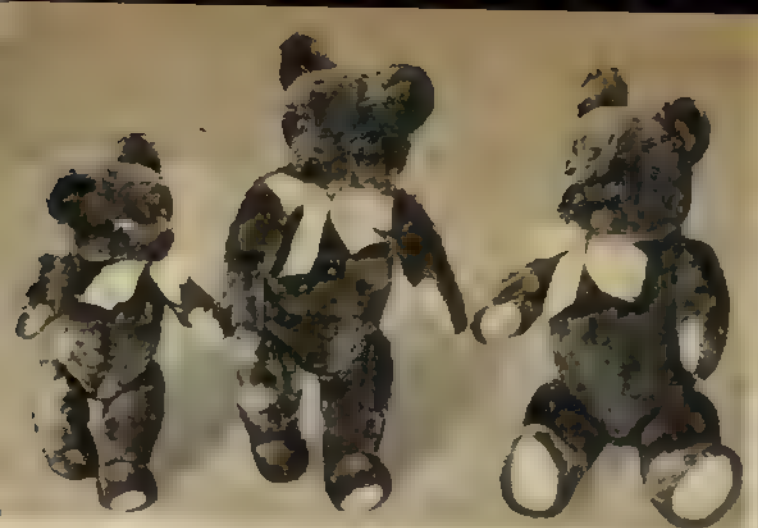


4.98

House of Her Dreams—Completely Assembled, Ready to Use

- *made of extra durable U. S. Gypsum hardwood*
- *2 wooden seats on the porch; miniature lamp post!*

Our finest doll house; pretty as can be with green ivy climbing up the walls, blue blinds and red roof. 4 rooms, decorated with painted floors, stenciled rugs and linoleum. 25x18x12 inches.
A35J 6045. Mailable. Shpg. wt. 17 lbs. **4.98**



SHOP EARLY!

ADD TOYS TO YOUR TIME PAYMENT ORDER

Priced Lower Than Ever!

"The Three Teddy Bears" Make a Wonderful Gift for the Kiddies!

- *all with jointed arms and legs, moving heads* • *choice of 3 sizes*
- *rolling eyes* • *soft stuffed plush bodies* • *they sit or stand alone*

Baby Bear, a cute and cuddly as an be is a good bed companion. 15 in. tall. Shpg. wt. 1 lb 8 oz. **35J 4050** . **2.39**

Mama Bear, a medium size- not too big and not too small. 18 in. tall. (2 lbs. 5 oz.) **35J 4051** **3.39**

Papa Bear, a proud ol his fine silky coat and tag bow tie. He measures 21 in. tall. Shpg. wt. 3 lbs **A35J 4052** **3.98**

Complete Dress Wardrobe for Dolly—1.98

- *beautifully detailed, and trimmed*
- *dresses will fit 15 to 20 inch dolls*

Permanent finish organdy party dress with matching bonnet; pretty cotton print with solid color trim. And a printed organdy dress, too! **35J 4482.** Shpg. wt. 13 oz. ....4-pc. Set **1.98**

Metal Trunk **3.98**

Fabric Covered **2.59**

Metal Covered Steamer Trunk for Dolly

- *metal reinforced corners*
- *with lock, travel stickers*

⅜-in. hardwood, metal covered Extension rod, wood hanger, drawer Key, handle 16x8x8 in. **A35J 4402.** Mailable Shpg. wt. 7 lbs.. **3.98**

"Airplane" Luggage. Style as above. Wood construction covered with gay striped fabric **A35J 4403.** Mailable Shpg. wt. 5 lbs. 2.59

Handsome Gifts for Dolly

Dolly Will Love Her Cradle with Bells

- *jingle bells attached to rockers*
- *no rough edges—smoothly sanded*

What little mother wouldn't love a cradle with bells for her favorite doll? Well constructed hardwood, maple finished. Smooth riding rockers with bells attached at each end. Order early and be a smart Santa. Overall length, 24 in. 11 in. high. **A35J 4406.** Mailable. Shpg. wt. 7 lbs. . . . **3.49**

Feed Dolly in Her Own Chair!

- *smooth sanded wood*
- *simulated leather back*
- *swinging overhead tray*

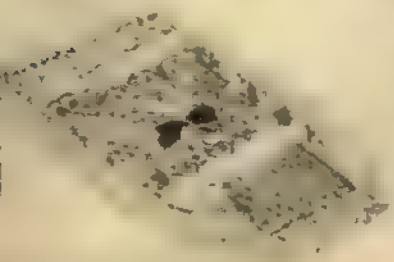
Assembled entirely with strong screws. Tray and footrest Maple finish. Overall height 28 in. Mailable **A35J 4404.** (8 lbs.).....**2.98**

Trunk — Toy Chest **7.95**

Big DeLuxe Metal Covered Steamer Trunk

- *beautiful Blue baked-on enamel finish*
- *reinforced corners* • *metal lock*
- *fine storing place for toys, too!*

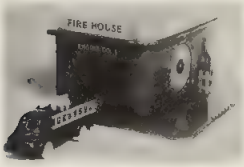
Durably made—½-in. hardwood covered with metal. Large inside tray 2½ in. deep. Overall size: 24 in. long 11½ in. wide, 12 in. deep. **A35J 4405.** Mailable Shpg wt. 16 lbs.. **7.95**



Dolly's Own Carriage Set **1.49**

- *lustrous rayon print cover*
- *crisp organdy ruffle trim*

A beautiful present for dolly! Rayon print cover topped off with a big pink bow in center, pretty, crisp organdy ruffles all around. Pillow, 15x11 in. Cover is 24x21 in. **35J 4481.** Shpg. wt. 13 oz.... **1.49**



Electronic Toy, Inc., makes bow

ELECTRONIC FIRE TRUCK

Fred Alleman, a familiar name to the toy industry has gone in business for himself and introduces his firm to the trade with an electronic fire engine. The firm is aptly called Electronic Toy, Inc. and is located at Gilbertsville, Penna

The fire house is all metal and attractively decorated to resemble a real fire house. The engine is traditionally fire engine red in durable plastic with removable ladders. In addition to being an ingenious electronic toy that sends the engine out to squelch all fires when one shouts "Fire," it can be used as a push and pull toy by the small child. The entire unit can be used as part of a model village in a railroad layout

It has been promoted throughout the country by leading department stores, selling at $2.19. This is the first of a series of electronic toys planned by this new firm. They are attractively boxed and simple to operate and are shipped complete with battery and toy. The units are packaged three dozen to the carton. The New York representative of Electronic Toy, Inc., is Al Atterman, 225 Fifth Avenue, New York 10

COLUMBIA CHANGES SALES POLICY ON COMPAX FOLDING BICYCLE

The Westfield Mfg. Co., which has since the war merchandised its civilian models of the Compax folding bicycle exclusively through Folding Cycles, Inc., New York City, will in the future merchandise this bicycle through its own sales force and jobbers as well as through Folding Cycles, Inc. The latter concern holds the patent on the Compax.

Compax, which was used by U. S. troops and also by certain of our Allies in World War II, also fills a need in the civilian market for a bicycle that can be readily "taken-down" and transported. The company points out that the Compax fills the bill for a considerable potential market of people—both youngsters and adults—who don't own a conventional bicycle because they have no place to store it when not in use, also the large numbers of travelers, vacationists and sportsmen who would buy a bicycle if they could transport it conveniently.

Columbia's Compax was specially designed to fill the demand for a standard bicycle which could be easily taken apart and transported. Its folding features—the Compax take-apart joint and folding handle bar—permit uncoupling of the two sections and packing in a few seconds, without tools, for stowing in closet, hallway, automobile, or aboard train, boat or plane.

The Compax is available under the Columbia and Westfield nameplates and is made in a lightweight model called "Sports Traveler" and the "Paratrooper" balloon model. Coaster brake, adjustable saddle, chain-guard and kick-stand are standard equipment. Handle bars, in chrome finish, are adjustable to any position with a few turns of a self-contained wing-nut. For packing, they fold flat against the front fork.

Folding bicycle by Westfield

Although the upper tube has been done away with to effect the folding feature, the bicycle doesn't give the appearance of a "girl's" model, since the lower frame structure is different from the usual frame of any other bicycle. Not having upper tubes it can easily be adjusted to and ridden by children or adults. It is promoted by the Columbia factory as the all-purpose bike for the whole family. The manufacturers can supply an illustrated descriptive folder

FOR FASTER DELIVERIES

Vernon Birch, Sales Manager of the Tacoma Metal Products Company and of the Buildo Company, both of Tacoma, Washington, recently announced that toys manufactured by these companies are now warehoused in New York City and in New Orleans, La., in addition to Tacoma. Orders for Little Chef miniature ranges, (2 electric and 1 non-electric models), and the Buildo "400" construction sets will be filled from these strategic locations in order to speed deliveries to dealers. The manufacturer will continue to prepay freight for 100 pounds or more anywhere in continental United States.

The Little Chef line will appear in pre-Christmas advertising in Life, Saturday Evening Post, Parents' Magazine, American Home, Polly Pigtails, and Children's Activities. A new, colorful, lithographed display piece featuring Little Chef ranges is now available to dealers.

National advertising calling attention to the Buildo "400" as a Christmas gift idea will appear in Life, Parents' Magazine, Calling All Boys, Children's Activities and Scouting.

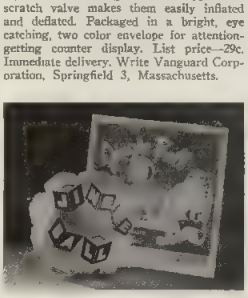
SUPERIOR SERVICE TO MEET COMPETITION

Independent retailers in Metairie, La., were urged to give superior service in order to meet the competition of chain stores. This was the advice of Joseph D. Henderson, national managing director of the American Association of Small Business, who addressed the Metairie Businessmen's Assn. Henderson said a recent survey showed the number of businesses in Metairie had more than doubled since 1940 The survey also indicated chains were getting most of the business.

"Price differences between chains and independents were not too great, so the only explanation is that service is better in chain establishments," he said. "The only commodity the independent merchant can handle better than his larger competitors is service. Businesses all over the nation, can improve their lots by giving quicker and more efficient service," he said.

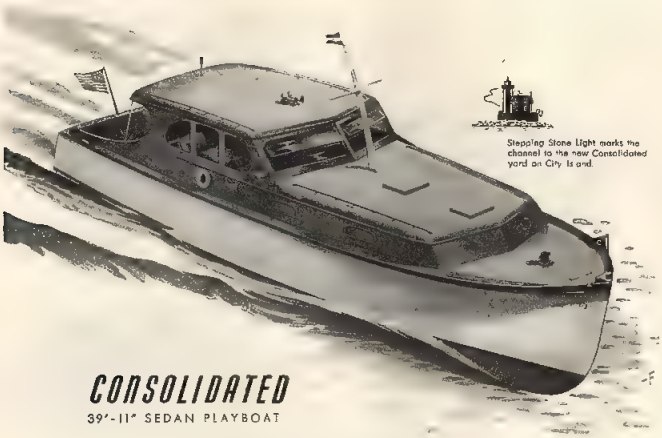
BABY BALLS BY VANGUARD

For tiny tots, Vanguard Corporation, Springfield 3, Massachusetts, is making an attractive 7½ inch "Jingle Ball" of clear vinyl plastic. These Jingle Balls have two small bells sealed inside that give a baby-pleasing tinkle when shaken. Decorated with an attractive alphabet block design in bright red, non-toxic-color, these Jingle Balls may be washed and be used as bath toys without damage. A new type non-scratch valve makes them easily inflated and deflated. Packaged in a bright, eye catching, two color envelope for attention-getting counter display. List price—29c. Immediate delivery. Write Vanguard Corporation, Springfield 3, Massachusetts.



Vanguard's Jingle Ball

The Ultimate in Craftsmanship



CONSOLIDATED

39'-11" SEDAN PLAYBOAT

A careful check of the specifications of all Consolidated designed and built yachts will convince the most exacting yachtsman that the sound principles of planning, selection of materials, and workmanship, have nowhere been compromised. Full consideration is given to safety, comfort, and good sea performance. We would welcome your visit to our yards to see at first-hand Consolidated craft under construction. Meanwhile, complete specifications for the 39' and the 39' 11" Playboats may be had by mail. Playboats ordered now will be ready for the coming season.

CUSTOM YACHTS: Consolidated is in a position to design and build yachts of any size and type, powered with either gasoline or Diesel motors.

CONSOLIDATED

THE GREATEST NAME IN YACHTING

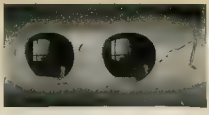
CONSOLIDATED SHIPBUILDING CORPORATION

MORRIS HEIGHTS, NEW YORK 53, N. Y.—TREMONT 2-6100 ★ CITY ISLAND, NEW YORK 64, N. Y.—CITY ISLAND 8-000

Sun Glasses

COOLRAY . . . Optically made sun glasses in the style you prefer, to protect your eyes from sun and heat the year 'round. Lenses are scientifically ground and polished with the accuracy and care that goes into making regular prescription glasses.

POLAROID . . . they filter the glare, but do not dilute colors. Shatter-resistant plastic laminated lenses give you protection from the rays of the sun, darken things only slightly.



STANDARD COOLRAY

Two sizes: 42mm. Medium; 44mm. Large. Optically ground lenses. Leatherette case.
Cool, green, absorptive. Round type frame, flesh-tinted. Wire-core temples.

25203 M108 42mm. (Medium size) .. **$1.50**
25204 M108 44mm. (Large size) .. **1.50**

FACE FORM COOLRAY

Optically ground, polished lenses in a cool green color tone. Leatherette case.
Specially shaped frames fit contour of face; wire core temples.

25205 M197 44mm. (Large size) . . . **$2.95**
25206 M197 42mm. (Medium size) . **2.95**

POLAROID

Two sizes: 42mm. (Medium); 44mm. (Large). Flesh tinted frame; wire core temples.
Polaroid lenses blot out glare completely, only slightly darken the things you see.

25201 M130 42mm. (Medium size)...**$1.95**
25202 M130 44mm. (Large size)..... **1.95**

COOLRAY FIT-ONS

Two sizes: 42mm. (Medium); 44mm. (Large). Attach easily to regular glasses.
Optically ground, polished cool green lenses, metal frames. Leatherette case.

25207 M158 44mm. (Large size) **$2.50**
25208 M158 42mm. (Medium size) . . **2.50**

AVIATION STYLE COOLRAY

Large size in shape worn by fliers for complete protection from sun's rays.
Dark Green optically ground and polished lenses protect your eyes from sunburn and heat rays. Cool and comfortable, they really fit the face. Have metal frames. Come in simulated leather carrying case.

25209 M473 Retail Price **$7.50**

THREE STANDARD READERS

Reading glasses in spring cushion rim holders which eliminate breakage.
Well-balanced readers in three convenient sizes. 2½", 3", and 4" diameters Precision ground and highly polished optical lenses.

25238 M115 2½" Diam., Retail **$1.75**
25239 M150 3" Diam., Retail **2.25**
25240 M188 4" Diam., Retail **2.75**

PLASTIC HANDLE READING GLASSES

Two highly polished, clear glass magnifiers in clear plastic frames.
Precision ground, highly polished optical lenses in crystal-clear lightweight, unbreakable plastic frames. 2½ inches in diameter Will give sharp images free from all blur and coloration.

25243 M197 Retail Price **$2.95**

LEEDAWL COMPASS

Flat needle in black plastic case. Stem locks needle when not in use.
A reliable, inexpensive needle-type compass by Taylor, in a black plastic case. Compass dial is fully marked in 5 degree graduations plus marine readings. Stem locks jeweled needle securely when not in use.

25242 M95 Retail Price **$1.35**

AUTO OR BICYCLE COMPASS

Du Page direct-reading compass for auto dashboard or bicycle handlebars.
An accurate liquid compass to show you the direction that you are going. Direct-reading, equipped with special brackets for mounting on auto dashboard or bicycle handlebars.

25246 M140 Bicycle Compass **$1.95**
25247 M140 Automobile Compass ... **1.95**

CAMPER'S COMPASS AND HANDBOOK

Du Page direct-reading compass instantly tells the direction in which you are looking.
The woodsman's friend! See-at-a-glance Du Page compass. Waterproof storage compartment for matches, fishing license, etc. Handy flint on case for starting fires. Complete with authoritative Handbook on Compasses.

25245 M140 Retail Price **$1.95**

JET a perfume by CORDAY

Exotic, heavy, lingering, sophisticated . . . Jet casts a spell of Black Magic.

A fragrance daring yet subtle. Lustrous white satin boxes, black stoppered bottles.

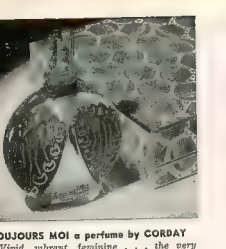
20144 M245	2 drams	**$ 3.50**
20145 M525	5 drams	**7.50**
20146 M875	10 drams	**12.50**
20147 M1575	20 drams	**22.50**

FRENZY a perfume by CORDAY

Corday's newest fragrance . . . sultry, exciting. Sleek black gift box. 4 sizes.

Sensuous as the beat of the tom-tom. Frenzy . . . a perfume of allure.

20174 M350	¼-ounce bottle	**$ 5.00**
20142 M700	½-ounce bottle	**10.00**
20143 M1260	1-ounce bottle	**18.00**
20148 M2450	2-ounce bottle	**35.00**



TOUJOURS MOI a perfume by CORDAY

Vivid, vibrant, feminine . . . the very essence of you! Four sizes, gift boxed.

Toujours Moi (Always Me) . . . distinctive, inimitable and utterly feminine.

20175 M350	¼-ounce bottle	**$ 5.00**
20176 M700	½-ounce bottle	**10.00**
20177 M1260	1-ounce bottle	**18.00**
20178 M2450	2-ounce bottle	**35.00**

JET cologne or eau de toilette

Corday's exotic Jet fragrance in a lighter vein. Clear bottles, extended black tops.

Delightful mysterious essence . . . In refreshing cologne or more concentrated eau de toilette . . . companions to Jet perfume.

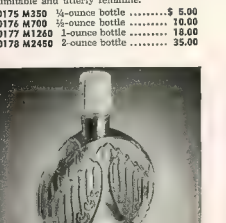
20310 M116	2 ounces Cologne	**$1.65**
20311 M210	4 ounces Cologne	**3.00**
20312 M315	4 oz. Eau de Toilette	**4.50**

FRENZY eau de toilette by CORDAY

Corday's newest odor in your choice of two sizes . . . eau de toilette in gift box.

Sensuous Frenzy, in a lighter mood . . . companion to Corday's sensational new perfume. Tingling, stimulating, refreshing. Crystal clear bottle, black gift box.

20306 M245	2-ounce bottle	**$3.50**
20309 M385	4-ounce bottle	**5.50**



TOUJOURS MOI cologne by CORDAY

Echo of the vivid, vibrant perfume in refreshing eau de cologne. 2½ ounces.

Beautifully packaged for gift giving . . . in a bottle for your dressing table. Tingling, stimulating, refreshing . . . sends you forth feeling fresh as a Spring morning . . . an irresistible fragrance.

20315 M175	2½ ounces	**$2.50**

JET dusting powder by CORDAY

Corday's famous Jet in three ounces of fluffy dusting powder in lovely white box.

Delightfully scented, soft, fluffy dusting powder with a fluffy bath size puff. Charming satin-finish white box with the black "Jet" motif. A gift sure to delight . . . in a package to enhance her boudoir.

41363 M105	Retail Price	**$1.50**

TOUJOURS MOI Perfume and Cologne

Toujours Moi (Always Me) Corday's most famous fragrance.

Always you . . . identification of your loveliness . . . a perfume to fascinate . . . cologne as hauntingly lovely as summer moonlight. In a beautiful gift box . . . ½ ounce Perfume . . . 2½ ounces of Eau de Cologne.

20206 M875	Two-piece set	**$12.50**

JET gift sets by CORDAY

For your bewitching hours . . . Corday's exotic Jet. Two-piece gift sets. Gift boxed.

One set with perfume and eau de toilet, the other with perfume and eau de cologne.

20207 M753	Perfume 5 drams Eau de Toilet 2½ oz. Set.	**$10.75**
20208 M368	Perfume 2 drams Eau de Cologne 2 oz. Set.	**5.25**

CORRECT CRAFT, as the name implies, are correctly designed and built for discriminating buyers to whom quality, performance and seaworthiness are prime requisites.

This 16' CORRECT CRAFT, JR., powered with Gray Phantom 4-45 is a great boat for women and children. It's extremely fast and snappy. Also will troll all day for fishing. Priced at $1095, standard

This 27' CORRECT CRAFT, also available in 32', is a great favorite with fishermen who want to go a long way, fish awhile and return the same day. Priced $4400 in the open Fisherman, to $5379 in Deluxe, sleeping four.

Correct Craft

As boat designers and manufacturers for over twenty years and one of the few who have learned the importance of building a full line of boats to fit the pocketbook of the working man as well as the leisure class, we are thankful beyond expression that the hectic year of 1946 has passed. We wish at this time to thank all dealers and users of "CORRECT CRAFT" for their patience in waiting for delivery plus overlooking the many substitutions in materials which were necessary in order to produce boats, over that period

We announce that although we do not expect this shortage of material to improve 100% in 1947, it has already improved materially. Since we are production builders of every boat we deliver and have doubled our floor space with three new buildings, we will, as in the past, always be somewhat below in price for the same class of boats, also durability and performance, outstanding

The CORRECT CRAFT 25' has real comfort aboard. It sleeps two, and has complete galley and toilet. Shallow draft, with high performing vee-bottom, it has a speed range of from two miles to thirty miles per hour, depending on load and size of motor used. Open cabin $3375, closed cabin $3750.

If you like extreme speed in a level and dry riding boat this is it! The new 18' CORRECT CRAFT runabout. Built also in 16' and 21'. Priced $1618 for the 16', $1925 for the 18' and $2407 for the 21'. Double planked finished in mahogany

When in Florida visit our plant at Pine Castle, just South of Orlando, or plant number 11 at Titusville, just South of Daytona.

Express deliveries of CORRECT CRAFT to all parts of the country are made by our specially equipped trucks, assuring safe and prompt arrival of your boat.

Order your CORRECT CRAFT now for immediate Florida use or delivery next Spring
A few additional dealers will be placed for 1947

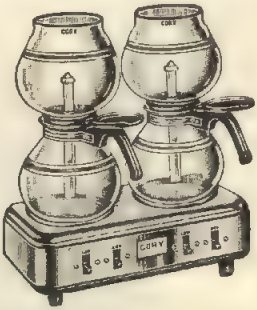
PINE CASTLE BOAT & CONSTRUCTION CO. PINE CASTLE, FLORIDA AND TITUSVILLE, FLORIDA

CORY COMMERCIAL COFFEE MAKERS

Quantities Limited -- Orders Filled As Received

Five Burner Electric Sets

No. 10C23—Cory Five Burner Step-Up Model. An attractive chrome finished step-up model designed to meet rush hour requirements. Top step of range has two new Cory elements with both high and low heats (660-80 Watts) and special cooling area between for auxiliary working space. Front three stainless steel covered burners offer low 80 watt heat for warming. Includes two complete Cory brewers, three serving decanters, glass filter rods, funnel holder, coffee measure and spare glass—one upper and one lower bowl. Capacity 140 cups per hour. Designed for one complete electric circuit—no special wiring.
Complete Unit **$69.67**



No. 10C21—Cory Two Burner Set. Handsome chrome finished range with two burners offers 2 heats (80-660 Watts), a high heat for brewing and a low heat for keeping coffee at correct serving temperature. Efficient unit for all sized establishments brewing coffee in quantity. Set includes range, 2 complete Cory Brewers, glass filter Rods, funnel holder, coffee measure, and one spare glass lower bowl. Capacity 80 cups per hour.
Complete unit **$25.12**

No. 10C22—Cory Three Burner Set. Includes 3 burner range (2 offering high and low heat, one stainless steel protected with low heat only), 2 complete Coffee Brewers, one serving decanter, glass filter rods, funnel holder, coffee measure and one spare upper and one lower glass bowl. Capacity, 100 cups per hour.
Complete unit **$36.38**

No. 10C24—Cory Commercial Coffee Brewer. Modern styling, advanced features, built in stability—all the factors that guarantee good coffee in large amounts. Commercial coffee brewer attractively finished in decorative striping used in sets shown on this page. It's practical too. Large wide neck provides easy, fast cleaning, and sturdy handle designed for comfortable grip. Complete with filter, measuring cup, and funnel holder. Capacity—½ gallon.
Each **$3.97**

CORY

Bowls and Supplies

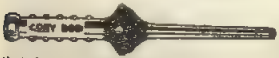
Cory—a name that means better coffee at a more economical price. Commercial electric and gas units are typical of the many advancements made in improving restaurant and fountain coffee service. A much desired feature found in few other sets is the availability of replacement parts. A great saving to costs and an increase to profits when broken sections can be replaced easily, economically and perfectly.

No. 10C25—Stainless Steel Upper Bowl. Saves on breakage! Half-gallon capacity with bushing for commercial coffee brewer shown on this page.
Each **$3.30**

No. 10C26—Glass Upper Bowl. Fits Cory Commercial Coffee Brewer. Half-gallon capacity.
Each **$1.83**

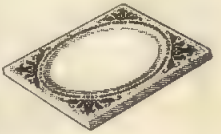
No. 10C27—Glass Lower Bowl. Large half-gallon lower bowl for commercial model shown on this page.
Each **$1.50**

No. 10C18—Cory Electric Coffee Grinder. In keeping with the Cory tradition of bringing homemakers the finest in coffee brewing equipment, they present this new model of the Cory Domestic Electric Coffee Grinder. Completely automatic, it gives the perfect grind to use in Cory or any other glass brewer. With a flick of the switch, the grinder will regrind percolator or drip grind coffee into the correct size for deliciously made coffee. Will also grind whole coffee beans into flavor-fresh coffee, as you need it.
Each **$14.63**



No. 185S — Cory Glass Filter Rod. The sensational all-glass filter rod that does away with all fussing. Just rinse off and it's clean. Popular with housewives everywhere, it fits most all glass coffee brewers. Over 6½ million sold to date to discriminating customers who make fine coffee.
Each ..... **35¢**
Per dozen **$4.00**

No. 10C20 — Cory Ceramic Table Tile. Banishes hazards of scorched tables, marred furniture or possible breakage of china used under hot dishes. Features beautiful ceramic tile, 4 padded feet and top indention that holds any hot dish or coffee maker.
Each ..... **73¢**



SPARKLING KITCHENWARE

Saucepans Teakettles

No. 1636—Dunbar Vacuum Coffee Maker. Constructed of finest quality, crystal-clear heat-resisting glass. Economically brews flavor-perfect coffee every time it's used. In the large, popular family-size 8-cup capacity. Features non-inflammable black plastic handles, positive acting spring steel filter pad holder and two filter pads.

Each **$1.60**
Per dozen **$18.50**

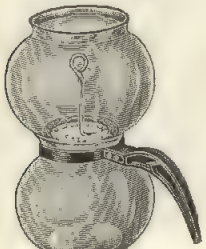
Decorated Water Bottles. A colorful, practical water bottle with delightful designs in gay bright red, orange, green, yellow, and blue colors that add distinction to the graceful contours of the bottle. Expertly made of sparkling, high quality crystal clear glass, it can hold a generous amount of water. Long tapered neck allows easy handling. Glass cover fits tightly on neck, safe guarding the contents. Idea. for al... serving purposes in the home or restaur ant. Height, 8 inches, size, 64 ounces. One dozen of a design in case. No less sold.

No. 2444 ....**Red Rose Design**
No. 2445 .....**Pastel Daffodil Design**

Per case of 12 ..... **$2.25**

No. 1638—Magic-Flo Vacuum Coffee Maker. Expertly made of sparkling heat-resistant hand-blown glass with jewel-like palladium trim. Added height of upper bowl prevents boiling over. Extra wide openings facilitates cleaning. Black plastic trim with lid that also measures coffee. Has highly glazed white multiple filter that filters coffee four times. Full 8-cup size in popular vacuum style.

Each **$2.60**
Each, in [illegible] of 6 ..... **$2.37**



No. 1635—Dunbar Drip Coffeemaker. Excellently constructed of the finest quality heat-resisting glass. This coffeemaker is in the popular 8-cup size. Features smartly styled, non-inflammable black plastic handle, designed for easy lifting and securely attached to metal band. Complete with positive acting spring steel filter and pad holder and two filter pads.

Each **$1.50**
Per dozen **$17.50**

No. 2443—Decorated Provision Jar. A delightful provision jar constructed of fine grade glass, adorned by a brightly colored pattern. Made in ample one-quart size in convenient round shape with a wide opening and tightly fitting cover. Height, 5½ inches. One and one-half dozen in case. No less sold.

Per case ... **$3.00**

No. 1637—[illegible] Double-Boiler. Well constructed of the finest quality, crystal-clear heat-resisting glass that you can buy. Full 2 quart bottom unit having a 1½ quart insert. Consists of two separate units, each with its own handle and one heat-resisting glass top. Handles are constructed of non-inflammable, streamline shape black plastic, attached to individual boilers by strong spring steel metal bands.

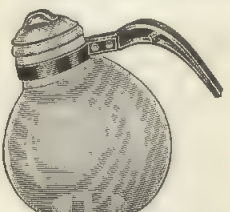
Each **$1.95**
Per dozen **$22.50**

No. 1658—Cozy Glass Filter Rod. The sensational all-glass filter rod that does away with all fussing. Just rinse off and it's clean. Fits most all glass coffee brewers. Over 6½ million sold to date. Put up one dozen on attractive counter display card.

Each . **35¢** Per dozen .. **$4.00**

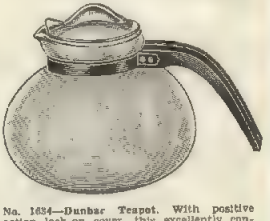
No. 1639—Dunbar Saucepan. Constructed of the finest quality crystal, clear, heat-resisting glass in a beautiful shape that is certain to make a big hit with any housewife. Features streamline shape, easy to grip, non-inflammable black plastic handle and large heat-resisting glass cover. Full two-quart capacity.

Each **$1.30**
Per dozen **$15.00**



No. 1639—Dunbar Teakettle. Constructed of heat-resisting, clear-as-a-crystal glass. Features lock-on glass cover with handle. Once lock-on cover is placed on kettle it cannot fall or slide off even when kettle is turned completely around. Extra large two-quart capacity. Complete with non-inflammable plastic handle, sturdy metal band and lock-on cover. Each individually packed in strong box.

Each **$1.30**
Per dozen **$15.00**



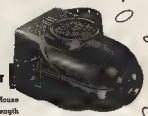
No. 1634—Dunbar Teapot. With positive action lock-on cover, this excellently constructed teapot is also highly serviceable either as a coffee pot or for coffee serving. Full 8 cup size. Made of clear heat-resisting glass and has lock-on cover that can't slip off even when teapot is turned completely upside down. Complete with non-inflammable black plastic handle in popular streamlined shape.

Each **$1.10**
Per dozen **$12.50**

THESE
Walt Disney
PRODUCTS
MOVE OFF THE SHELVES "But Fast"
(all the year round)

MICKEY MOUSE VIEWER
(ITEM 2)

with No. 1 Filmstrip, in colorful box, $1.00 each. Viewer, made of colorful plastic, magnifies each picture to a size comparable with theatre projection.

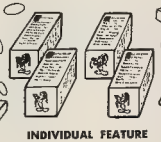


WALT DISNEY TREASURE CHEST
(ITEM 6)

This new and very profitable addition to the Mickey Mouse Viewer Family contains a Mickey Mouse Viewer and four Feature Length Films: Bambi, Dumbo, Pinocchio and Snow White. Each story is on four 16mm Filmstrips, containing 84 of the choicest scenes, in Full Color, from these best known Disney feature length productions. Packaged in a beautiful four color box designed to simulate a Treasure Chest. Retail $4.75.

DISPLAY BOX
(ITEM 1)

Colorful display for counter, window or show case, contains six Mickey Mouse Viewers (with No. 1 Filmstrip), retailing at $1.00 each; and 24 assorted Walt Disney Filmstrips, retailing at 25c each. Total retail value, $15.00.



INDIVIDUAL FEATURE LENGTH FILMS
(ITEM 5)

Each story—Bambi, Dumbo, Pinocchio, Snow White—can be sold separately, packaged in a colorful box. The story is printed around the outside of the box for easy reading. These Disney stories are known and loved by millions of children and grownups. Four filmstrips in each story. Retail $1.00 each story.

WALT DISNEY GIFT SET
(ITEM 4)

Contains a Mickey Mouse Viewer and 12 different Walt Disney Filmstrips in colorful display box, retailing at $3.85.

MICKEY MOUSE LIBRARY
(ITEM 3)

These are world famous Disney Shorts.

2. Three Little Pigs.
3. The Practical Pig.
4. Chicken Little.
5. Tortoise and Hare.
6. The Ugly Duckling.
7. Grasshopper and Ant.
8. The Pied Piper.
9. The Golden Touch.
10. Little Hiawatha.
11. The Pointer.
12. Donald's Vacation.
13. Good Time for a Dime.

Individual Film Strips in Full Color, boxed—25c each.

All of the above items sell in big volume all the year round; they make ideal gifts for children for any occasion. Order now and be prepared for the demand created by extensive National Advertising

Dealer discount 40% on orders for $30 or more list value. Order from your jobber.

CRAFTSMEN'S GUILD
6916 Romaine Street • Hollywood 38, California

HAND-IN-GLOVE WITH PROFITS

MAYFAIR

CONFERENCE CHAMP

Junior Glove

LARGE SIZE
MODEL G-125

- FULLY LEATHER LINED
- PROFESSIONALLY STYLED
- GENUINE PRIME QUALITY COWHIDE
- INDIVIDUALLY BOXED

Here's a glove the kids really go for. Its smooth, professionally-styled prime quality cowhide gives it an inviting big league look. Write today for prices and particulars of our complete line.

MAYFAIR

SPORTING GOODS COMPANY

DIVISION OF MAYFAIR LEATHER SPORTSWEAR
FACTORIES: 1310-26 N. Lawrence St., Philadelphia, Pennsylvania
Egg Harbor City, New Jersey

The Most Sensational Hit of the 1947 N.Y. Fair!

CROFT Jamestown SCOOTER

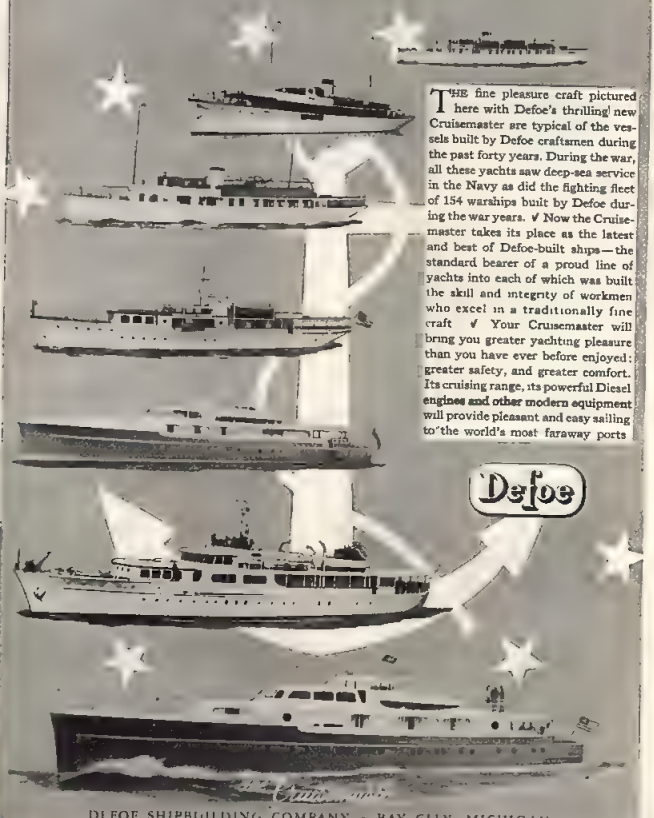
Reflecting all the advanced styling and precision manufacturing skill that characterizes every Croft-Jamestown product, this scooter was an outstanding hit at the recent show! Big . . . handsome . . . sturdy . . . it has the eye-appeal and buy-appeal that builds volume business in metal playthings. And remember, this scooter is just one of the surprises, sensations and specialties that make up the successful Croft-Jamestown line.

- ***SKOOT-BIKE***
  Amazing—travels as fast as a 2-wheel bicycle.
- ***SCOOTER***
  with folding seat, streamlined throughout. 3-color plastic-finish combinations.
- ***ADJUSTABLE TOT'S TRIKE***
  a velocipede for small tots; 12 combination adjustable features.
- ***PLAY-A-TUNE***
  the musical sensation of the age; for youngsters and grown-ups.

Sorry our showroom was so crowded during the show that we didn't have time for a personal word with each one of you. Be sure to drop in at our permanent showroom, 370 Lexington Avenue, 1 block from Grand Central.

Jamestown Specialty Mfg. Co., Inc.
Subsidiary of CROFT STEEL PRODUCTS, Inc.
JAMESTOWN, NEW YORK
Showroom and Sales Office: 370 LEXINGTON AVENUE, New York, 1 block from Grand Central

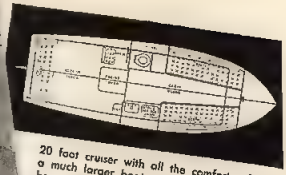
FLAGSHIP OF A FAMOUS FLEET



THE fine pleasure craft pictured here with Defoe's thrilling new Cruisemaster are typical of the vessels built by Defoe craftsmen during the past forty years. During the war, all these yachts saw deep-sea service in the Navy as did the fighting fleet of 154 warships built by Defoe during the war years. ✓ Now the Cruisemaster takes its place as the latest and best of Defoe-built ships—the standard bearer of a proud line of yachts into each of which was built the skill and integrity of workmen who excel in a traditionally fine craft ✓ Your Cruisemaster will bring you greater yachting pleasure than you have ever before enjoyed: greater safety, and greater comfort. Its cruising range, its powerful Diesel engines and other modern equipment will provide pleasant and easy sailing to the world's most faraway ports

Defoe

DEFOE SHIPBUILDING COMPANY • BAY CITY, MICHIGAN



20 foot cruiser with all the comforts of a much larger boat—cabin sleeps two; has stove, ice box, marine toilet and sink with running water—large cockpit.

Me and my sisters

We first started hitting the water last March — now, over 300 of us are cruising all over America.

We know we are good and our owners are just crazy about us.

We took them to all sorts of places and in all kinds of weather.

They've had cool drinks from our ice boxes, hot meals from our stoves and then slept like logs in our comfortable berths—and no hotel bills next morning.

This year we are all going to have 45 horsepower Gray Phantoms and with that job twenty miles an hour is easy.

Better get your order in early!

Yours for life on the water,

CruisAlong

P.S. See me at the New York Boat Show
Booth F 1 and 2 — Ground Floor

THE LOWEST PRICED COMPLETE CRUISER

CruisAlong
TRADE MARK

M. M. DAVIS and SON, Inc.
Established 1875 George Townsend, Pres.
SOLOMONS, MARYLAND
On the famous Chesapeake Bay

LOVABLE CUDDLE DOLLS

No. 4077—Dutch Maid Cuddle Doll. A soft doll that delights the youngsters with her appealing expression and rosy cheeks. Features over stuffed body, legs and arms made of bright colored percale in floral print design. Has wide sheer apron and matching bonnet of crisp crinoline material in contrasting print. Head is constructed of natural color composition with big rolling eyes. Height, standing, 16 inches.

Each $1.10

Per dozen $12.00

No. 4153—Miss Rita Cuddle Doll. A lovable cuddle doll that really fascinates the children. Extra soft overstuffed body, legs and arms are made of bright print percale in assorted gay colors. Has matching jacket and dainty wide brimmed bonnet that is pleasingly trimmed with appealing contrasting colored ruffles. Pressed unbreakable face has rosy cheeks, big wide rolling eyes and yarn hair. Height, including bonnet 20 inches.

Each ..... 75¢

Per dozen $8.00

No. 4150—Sneezy Suzy Cuddle Doll. An extra soft cuddly doll that aids in getting the youngsters to bed. Pressed unbreakable face has the cutest smiling sleeping expression you've ever seen. Also has bright yarn hair and gay red rayon ribbon bows for a dainty touch. Soft stuffed body is of fine flannelette with pleasing nursery print. Height 16 inches.

Each $1.10

Per dozen $12.00

No. 4095—Cutie-Pie Cuddle Doll. Cute colorful and crisp—all dressed up in bright plaid. Features pretty unbreakable composition head with big rolling eyes, soft-stuffed body, attractive flannelette bonnet and bright little neck bow. She's a pretty big girl, too—stands 20 inches high.

Each $1.40

No. 4081—Army Cuddle Doll. A manly little serviceman cuddle doll that will take the hearts of both young and old. Dressed up just Like "G I Joe". Features soft, stuffed body, khaki color uniform and cap, real composition head with rolling eyes, overstuffed arms and legs. At attention, he stands 18½ inches high.

Each ..... 75¢

Per dozen $8.00

★ PATRIOTIC DOLLS ★

No. 4078—Sailor Doll. The patriotic and nautical air of this sailor doll intensely delights everyone. Features a neat cotton sailor's uniform of dark navy blue, complete with tunic, trousers, dress cap and crisp black neckerchief. Body is of molded composition, naturally tinted. Stands 13 inches tall.

Each ..... 55¢

Per dozen $6.00

No. 4081—Air Corps, Red Cross, Navy Dolls. Well constructed play dolls that are up to the minute in selling appeal. All have realistic rayon hair, composition heads, and bright leatherette shoes and trim. Red Cross nurse dressed in blue white and red colors, has nurse's cap. Air corps flyer is dressed in khaki and brown. Navy doll dressed in navy blue and white. Each of these dolls is firmly stuffed to take hard wear. Although designed to go in sets, these dolls may be purchased individually. Average height, 13½ inches.

Each ..... 75¢ Per dozen $8.00

No. 4079—Large Army Doll. A delightful doll completely clad in an Army uniform. Neatly dressed in khaki twill outfit of blouse, trousers, shirt, buckled belt, overseas cap, and black tie. Movable arms, legs, and head please youngsters as doll can be made to salute, etc. Molded composition body is naturally tinted. Height, 14 inches.

Each ..... 55¢

Per dozen $6.00

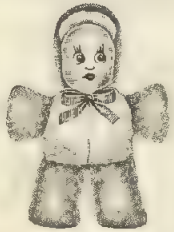
Attractive New Cuddle Dolls

No. 4138—Cuddle Monkey. One of our most popular plump little animals that is a favorite with children of all ages. Soft and chubby, it is made of fleecy brushed rayon in assorted pastel pink, blue and yellow colors with white. Features a cute unbreakable hand decorated doll monkey face having big round rolling eyes. Height, 11½ inches.

Each ..... **75¢**
Per dozen ... **$8.00**

No. 4132—Chubby Lad Cuddle Doll. So cuddly and soft, with a well rounded chubby body and soft arms and legs. Unbreakable realistically tinted face has round rosy cheeks and big rolling eyes. Delightfully made of fleecy soft pastel colored brushed rayon in assorted pink, blue & gem and yellow with white. For touch of beauty, has a eyes and ribbon neck bow. Height, 11½ in.

Each ..... **75¢**
Per dozen **$8.00**



No. 4137—Chubby Lou Cuddle Doll. Here is a cute and cuddly doll, softly stuffed, with chubby arms and legs and a well rounded body. Made of two tone contrasting soft fluffy brushed rayon in assorted pink, blue, green and yellow combinations with white. Has sun bonnet effect wide brim around her hand painted pressed unbreakable face. With rolling eyes and ribbon neck bow. Height, 12½ inches.

Each ..... **75¢**
Per dozen . **$8.00**

No. 4157—Cuddle Doll. A new doll sensation, soft, lovable and low in price. Appealingly made of fluffy lustrous brushed rayon in assorted pink and blue color combinations. Features a well rounded soft stuffed body, a rosy cheeked hand decorated pressed unbreakable face having printed eyes and a large rayon satin neck bow. Height, 12½ inches.

Each ..... **75¢**
Per dozen **$8.00**

No. 4173 — Reversible Cuddle Doll. A new novelty in cuddle dolls. From one view it is a charming little girl wearing a gayly flowered skirt, matching bonnet and a bright yellow blouse with red buttons. She has a lovely rose face with twinkling blue eyes and yellow yarn hair. But turn the doll around—now it is a saucy little pickaninny dressed up in a pert yellow bonnet and matching skirt. Has a soft stuffed body covered with a practical washable material and a composition head. Stands 11 inches high.

Each **$1.00**

No. 4069—Billy Boy Cuddle Doll. He's all dressed up in his red and black visor cap checkered bow tie, and flowered suit, ready to be taken into some child's arms. And what child could resist him with his wide rolling eyes and innocent lifelike expression. His naturally tinted composition head and his rolly-polly soft stuffed body make him an ideal doll and a great value. Stands 15 inches high.

Each ..... **95¢**
Per dozen .. **$10.00**

No. 4053—Betty Bonnet Cuddle Doll. She's sweet, charming and lovely! This lovable cuddle doll makes an excellent gift for any little girl. Her flapping crisp bonnet, her gayly printed outfit, her bright blue ribbon, and her beautiful face captures the hearts of all small children. Expertly made with a composition head, naturally tinted, and soft stuffed body. Stands 15 inches high.

Each ..... **95¢**
Per dozen **$10.00**

No. 4073—Baby Bonnie Cuddle Doll. Sweetheart of all doll lovers, favorite with all the children. A sweet, lovable baby cuddle doll, with soft downy body and fuzzy hands, feet, and bonnet. All dressed up in baby blue with charming pink ribbon tied around her neck. Has lovely composition head, silken blond hair, bright blue eyes, and a naturally tinted pressed unbreakable face. Stands 12 inches high.

Each ..... **75¢**
Per dozen . **$8.00**

No. 4136—Cuddle Girl Pajama Doll. A charmingly different doll all dressed for bed. Has cute unbreakable pressed composition face with hand-painted features. Features cuddly soft stuffed body, dainty bow-trimmed bright colored check pajamas with matching bonnet. Also has lovely blonde yarn hair. A unique novel way to entice the kiddies into bed. Height, 21 inches.

Each **$1.10**
Per dozen **$12.00**

No. 4004—Cuddle Doll. A favorite with the children. Sweet and simple, dressed in her clean, crisp apron and bonnet with the bright rayon satin bow. Cute and colorful in her colorful patterned print, her shining golden yarn hair, her naturally tinted pressed unbreakable face, and large rolling eyes. So cuddly with her soft stuffed body that she appeals to all. Stands 15 inches high.

Each ..... **75¢**
Per dozen **$8.00**

HOLSTER SET

Genuine leather 6⅜ inches x 3¾ inches. Belt 29 inches long ⅜ inch wide. Embossed holster. Leather streamers. Metal clicker Pistol.

Weight per shipping carton, 10 lbs.
3 dozen in shipping carton.

J2026—Per dozen.... **$6.80**

Suggested retail price $0.45 each.

Genuine top grain leather 8x4½ inches. Belt ⅞ inch wide. Red Ranger Clicker Pistol 7¾ inches long. Embossed holster—leather streamers.

Weight per shipping carton, 15½ lbs.
3 dozen in shipping carton.

J2454—Per dozen.. **$11.40**

Suggested retail price $0.75 each.

6¼ inches long, 3⅝ inches wide. Plain split leather belt ⅜ inch wide—20 inches long. Printed front on Holster. Decorated metal clicker pistol 6½ inches long.

Weight per shipping carton, 9 lbs.
3 dozen in shipping carton.

J2025—Per dozen..... **$5.90**

Suggested retail price $0.39 each.

DOUBLE HOLSTER SET

Split white leather back with black top grain leather front. Holsters 7½ inches long, 4¼ inches wide. Printed designs on fronts. Leather belt with printed centerpiece. Two decorated metal clicker pistols 6½ inches long.

Weight per shipping carton, 13 lbs.
Individually boxed.
1 dozen in shipping carton.

J2027—Per dozen **$22.40**

Suggested retail price $1.50 each.

Top grain leather back with leather belt loop decorated with white leather and jewels. Top grain leather front decorated with white and red leather; jewels and studs. Holster 8½ inches long, 5 inches wide. Top grain leather belt with brown leather centerpiece decorated with white and red leather; jewels, studs and 3 imitation bullets.

Decorated metal clicker pistol 7¾ inches long.

Weight per shipping carton, 16 lbs.
Individually boxed.
1 dozen in shipping carton.

J2456—Per dozen **$28.80**

Suggested retail price $2.00 each.

Two top grain leather holsters with leather backs with leather belt loop decorated with white leather trim and jewels. Holster 8½ inches long; 5 inches wide. Top grain leather fronts decorated with white and red leather trim; jewels and studs. Top grain leather belt with leather centerpiece decorated with white and red leather trim, jewel studs, and 3 imitation bullets. Decorated metal clicker pistol 7¾ inches long.

Weight per shipping carton, 22½ lbs.
Individually boxed
1 dozen in shipping carton.

J2458—Per dozen **$43.80**

Suggested retail price $2.75 each.

COWBOY RANCH SET

Cowboy Ranch set consists of: Hatchet 9½ inch handle, 1⅞x3¾ inch blade; Pistol 7½ inches long; Bowie Knife 8 inches long; Jack Knife 9 inches open, 5½ inches closed. Made of molded rubber.

Weight per shipping carton, 30 lbs.
1 set in box.
2 dozen in shipping carton or open stock.

5Q701—Per dozen.. **$14.40**

Suggested retail price $1.00 each.

BUCK ROGERS ATOMIC PISTOL

Daisy

Atomic Pistol 10 inches long, with loud "zap" and a flash in the red windows of its Fission Rate Indicator. Golden lacquer finish will not rust or corrode. No sharp edges. Exposed metal edges rolled under—cannot cut fingers.

Weight per shipping carton, 65½ lbs.
5 dozen in shipping carton
or open stock.

5A235—Per doz... **$16.00**

Suggested retail price $1.00 each.

DOUBLE HOLSTER SET

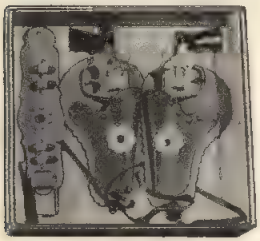
2—4¾x11¼-inch tan leather holsters with red leather trimming. ⅞ inch red leather belt, with silver decorations, 6 wooden bullets. Equipped with two of the popular Hubley Cap Pistols. Pistols 7¾ inches long, break barrel—50 shot repeating.

Weight per shipping carton, 39 lbs.
Individually boxed.
1 dozen in shipping carton.

2Y210—Per doz... **$82.00**

Suggested retail price $5.00 each.

DOUBLE HOLSTER SET



2—4⅞x8½-inch tan leather holsters with red leather trimming. 1 inch tan leather belt trimmed with red leather with silver trimming. 4 wooden bullets. Equipped with 2 of the popular Hubley Cap Pistols. Pistols 6½ inches long, single shot repeater.

Weight per shipping carton, 54½ lbs.
Individually boxed.
2 dozen in shipping carton.

2Y205—Per doz..... **$53.50**

Suggested retail price $3.50 each.

DOUBLE HOLSTER SET

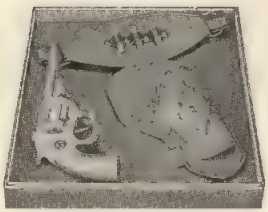
2—4¾x8½-inch red leather holsters with tan leather trimming. ¾ inch tan leather belt with 4 wooden bullets. Equipped with 2 of the popular Hubley Cap Pistols, 6 inches long, single shot.

Weight per dozen, 18 pounds.
Individually boxed.
1 dozen in shipping carton.

2Y200—Per doz... **$36.00**

Suggested retail price $2.25 each.

HOLSTER SET



Black split leather back with red split leather printed front. Holsters 7½ inches long—4¼ inches wide. Plain black leather belt—30 inches long. Decorated metal clicker pistol 7¾ inches long.

Weight per shipping carton, 15½ lbs.
3 dozen in shipping carton.

J2455—Per dozen **$13.70**

Suggested retail price $0.85 each.

HOLSTER SET

Brown split leather back with two-tone brown split leather printed front. Holster 7½ inches long—4½ inches wide. Plain brown split leather belt 30 inches long. Decorated metal clicker pistol 7¾ inches long.

Weight per shipping carton, 13½ lbs.
3 dozen in shipping carton.

J2452—Per dozen.... **$9.60**

Suggested retail price $0.59 each.

Black split leather back, red split leather printed front. Holster 7½ inches long—4½ inches wide. Black leather belt with red split leather printed centerpiece. Decorated metal clicker pistol 7¾ inches long.

Weight per shipping carton, 14½ lbs.
3 dozen in shipping carton.

J2453—Per dozen **$13.50**

Suggested retail price $0.85 each.

Two-tone top grain brown leather back with leather belt loop. Top grain brown leather fronts with white and brown leather trim with studs and jewels. Top grain leather belt with leather centerpiece decorated with white and red leather trim; jewels, studs and bullets. Holster 9¼ inches long, 4¾ inches wide. Metal decorated clicker pistol 7¾ inches long.

Weight per shipping carton, 18½ lbs.
Individually boxed.
1 dozen in shipping carton.

J2457—Per dozen **$32.00**

Suggested retail price $2.00 each.

Attractively Designed Dolls

Lifelike

No. 112D468—Libby Mama Doll. She's as cute as can be in her perky little bonnet and matching dress. Bonnet is trimmed in lace with pink rayon satin ribbons and neat little dress has lace yoke and trim on hem and sleeves. Children are fascinated by this little lady with the curly hair made of rayon mohair and the naturally tinted face arms, and legs. She closes her big blue eyes when lying down, and cries Mama. Soft stuffed body is made to take lots of wear. Doll is completely clothed in white shoes and socks, petticoat, and rubber panties. Height 13½ inches.

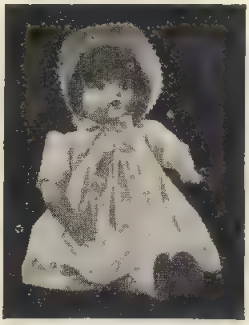
Each **$4.85**

No. 4114—Mama Doll. Every child will want this appealing doll, attractively dressed in a crisp figured organdie like dress with matching bonnet tied with a blue rayon satin ribbon. Has natural tinted composition head, arms and legs with soft stuffed body. Features realistic voice and has large painted eyes and hair. Also has cute cloth panties, half socks and dainty white leatherette shoes. Height, 23 inches.

Each **$2.00**

No. 3768—Roberta Lou Sleeping Mama Doll. Same as above but without coat and hat. Has gay floral printed dress with matching bonnet. Height, 23 inches

Each **$3.50**



Dale Marie Sleeping Mama Doll. Pert little dolls in assorted sizes that delight all the youngsters—and oldsters too. Appealingly attired in crisp white and pink or blue outer garments with smart little bonnets to match. Bonnets are attached under the chin by a shiny rayon satin ribbon Feature eyes that open and close—go to sleep or stay awake, just as the youngsters desire. Have soft stuffed bodies, naturally tinted head, arms and legs of fine quality composition. Their beautiful silky hair is made of rayon mohair. Also features loud appealing "Mama" voice for an additional realistic touch. Supplied in fast selling sizes. Each in box.

No.	Height	Each
3769	21 inches	$4.00
4131	19 inches	3.50
4124	17 inches	3.25

No. 4131—Dorothy Ann Sleeping Doll. A pert little doll with movable head, legs and arms Dressed in gay color print dress with coat of flannelette material in a bright red color with contrasting white fluffy buttons. Has matching bonnet tied with rayon satin ribbon Entirely made of natural flesh colored composition, it has movable sleeping eyes with long lashes—can go to sleep or stay awake. Also has realistic rayon mohair curls, half socks and white leatherette shoes. Height, 15 inches.

Each **$3.65**

Colorful

No. 112D461—Sleeping Mama Doll. She's charming! Beautiful bright-eyed doll that captures the heart of all who see her. Realistic curly rayon mohair hair surrounds the lovely painted face molded of the best hard composition. She closes her eyes when she lies down, and cries Mama when shaken Children love to hug the soft stuffed body with sturdily attached movable naturally tinted composition arms and legs. Gayly clad in pastel blue coat trimmed with white lace collar and bonnet tied in large rayon satin ribbon Coat can be removed to show neat white dotted Swiss dress. Completely outfitted with white leatherette shoes, socks, cotton petticoat, and pink rubber panties. Stands 17½ inches high.

Each **$5.50**

No. 4113—Mama Doll. Features an incredibly soft and well stuffed body with natural flesh colored composition head, arms and legs. Has amazingly true-to-life rayon mohair coiffure. Also has crisp printed organdie-like dress with matching bonnet tied with a pink rayon satin ribbon Realistic voice, painted features, cute half socks, dainty cloth panties and white leatherette shoes make this doll a real value. Height, 23 inches.

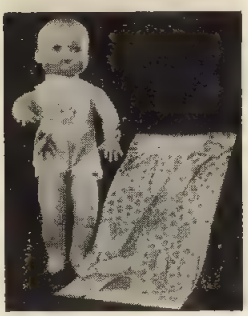
Each **$3.10**

No. 4110—Mama Doll. Same as above but smaller in size Height, 20 inches

Each **$2.30**

Distinctively Styled Dolls

No. 112D415 — Ideal Squeeze Doll. Children's favorite everywhere — a sweet little baby doll whose smooth arms and legs feel just like real skin. Lay her down and she shuts her eyes; shake her and she cries. Realistically painted hard composition head is enclosed in white ruffled bonnet matching her neat white dotted Swiss dress trimmed with white lace and pink ribbons. Has soft stuffed body that is made to hug and squeeze. Complete with petticoat, panties, socks, and shoes. Height, 17½ inches.
Each **$5.80**



No. 112D411—Magic Skin Doll. Soft pliable composition doll that feels like babies skin. Hard composition realistically colored head has movable eyes. Clothes packed in sanitary glassine bag, cotton print dress, matching bonnet, rayon satin ribbon white leatherette shoes and ball socks. Height 18 inches.
Each **$7.00**

No. 112D410—Magic Skin Doll. Same as above but smaller in size. Height, 14 inches
Each **$4.20**

No. 112D453—Drink and Wet Me Doll. Just like real life—rubber composition makes body feel like real skin; she can sit up, she closes her eyes when laid down; she drinks from a baby bottle and even wets. Hard composition head features realistically painted face and hair. She's all dressed up in pastel dotted Swiss dress and bonnet trimmed in lace, complete with shoes, socks, underclothes, and bottle. Height, 15½ inches.
Each **$4.80**

No. 112D459—Drink and Wet Me Doll. Same construction as above, in 19 inch size.
Each **$6.10**

No. 112D413—Baby Flesh Doll. Features natural tinted body of the newly perfected "Baby Skin" composition. Head, arms and legs are movable. Head is of natural tinted hard composition with painted features and hair. Eyes close whenever the doll is layed down. Height, 18 inches.
Each **$5.75**

No. 112D412—Baby Flesh Doll. Same as above but slightly smaller in size. Height, 15 inches.
Each **$4.40**

No. 112D417—Betsy Wetsy Doll. Change her! When laid down she closes her eyes. Made of "Tru-Flesh" rubber that feels like real baby skin, and will not break. Hard composition head has realistically painted hair and features. Supplied with print dress and matching bonnet, pair of shoes and socks, 2 extra diapers and pins, 3 powder puffs, and bottle with nipple. Height, 13 inches.
Each **$5.80**

No. 112D416—Betsy Wetsy Doll. Same Doll as above in smaller size. Stands 11½ inches high
Each **$4.35**

No. 3773—Sleeping Mama Doll. She says "Mama." She closes her eyes. She can move her arms and legs. Bonnet and white leatherette shoes and socks are matching accessories to white dress decorated with red and white checks. Hard composition head is realistically painted and tinted composition arms and legs are sturdily attached to soft stuffed body. Height, 24 inches.
Each **$4.00**

No. 4121—Mama Doll. A beautiful, delightfully appealing baby doll that anyone could love. She's all dressed up in crisp pink dress and bonnet with white lace trimmings and bright blue rayon satin ribbon. Soft stuffed body has naturally tinted composition arms and legs, hard composition head has painted features and hair. When laid down her bright blue eyes close and open again when she sits up. She even says "Mama". Doll completely clothed with petticoat, panties, socks and shoes. Height, 19 inches.
Each **$3.50**

No. 112D482—Fairyland Nun Doll. In beautiful nun's costume, this charming doll has all plastic unbreakable body. Painted face is surrounded by net headpiece and collar. Lustrous back satin habit has ivory plastic Crucifix at waist complete with stiff crinolin underskirt. Height, 11 inches
Each **$3.25**

No. 112D483—Fairyland Nun Doll. Also in nun's habit. Hard composition body. Stands 9 inches high.
Each **$1.80**
Per dozen ... **$20.50**

To my friends, the Toybuyers, whom I saw in New York THANK YOU! I'll be out on the road now, ready for those orders I know you wish to place.

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Sensational seller. Just tap the board and watch him dance; buck and wing, jive, etc etc. Attractively colored. Individually packed in attractive display package, complete with dancing board and full instructions Weight 4 oz. A barrel of fun and a barrel of profits for you. Send for price list today.

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Easy to follow instruction folder with each instrument

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For experts and future experts—easy blowing—electronically tuned all BRASS REEDS—rich tone. A best seller in the quality class. Key of C. @ $2.50 $7.50

TOTAL LIST PRICES	Tax Inc.	$16.50
YOUR COST	Tax Inc.	$9.90
YOUR PROFIT		40%

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MOVING FAST

RE-ORDERS POURING IN!

DELTA STEAM SHOVEL

Shovel scoops up a load, dumps it automatically when shovel is raised. Cab revolves. Made of heavy guage steel, 22" long. Blue and red baked enamel. Individual 3-color boxes, 2-doz. to master carton weighing 60 lbs.

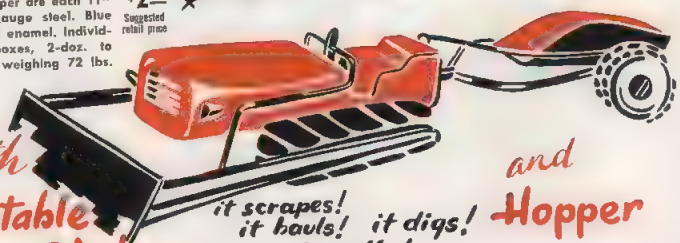
$2.49
Suggested retail price

With NEW POSITIVE POWERFUL DIGGING ACTION!

DELTA BULLDOZER

$2.49
Suggested retail price

Grader raises and lowers by hand lever. Hopper scoops, hauls and dumps by hand lever. Bulldozer and Hopper are each 11" long, heavy gauge steel. Blue and red baked enamel. Individual 3-color boxes, 2-doz. to master carton weighing 72 lbs.



With Adjustable Blade

it scrapes! it hauls! it digs! it pulls!

and Hopper

DELTA DETROIT CORP., 515 Leib Street

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A Toy Hit of the Year!

"DICK TRACY" CRIME STOPPERS HOLSTER OUTFIT

NO!

It's not too late to get the red hot promotional item you have been looking for. Nothing could be more sizzling than this new Dick Tracy Crime Stoppers Holster Set. It's the kind of toy that pulls 'em in the store and packs 'em in the aisle. Time is short! Move fast! Get your order in now!

The set consists of:

- **All - leather holster decorated with picture of Dick Tracy**
- **All - metal handcuffs**
- **All - metal junior police badge**
- **Stevens peacemaker repeating toy pistol (Non-firing type available also)**
- **All - leather belt, complete with four wooden bullets**

All tastefully displayed in platform box with three-color top.

Comes packed 2 dozen to the carton.
Weight, 65 lbs.

Terms: 2% — 10 days — Net 30 days

Retails at $2.79
East of the Mississippi
$2.98 West of the Mississippi

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A Classy Product

Other Dick Tracy Holster Sets to retail from $1.00 to $2.25.
Also a full line of top grain cowhide holsters, complete with toy pistol.

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LOCOMOTIVE & TENDER

Strombecker

DEWITT CLINTON

Locomotive and tender only. length 7 inches. Folding box, 9x3x1⅜ inches Step by step instructions.

Weight per shipper 17 pounds.
6 dozen K.D. per shipper

4G1831—Per doz.. .. **$8.00**

Suggested retail price, $0.50 each.

Strombecker

WM. GALLOWAY

Locomotive and tender only. Length 8 inches. Folding box 9x3x1⅜ inches. Step by step instructions.

Weight per shipper, 19 pounds.
6 dozen K.D. per shipper.

4G1837—Per dozen.. **$8.00**

Suggested retail price $0.50 each.

STEAM SHOVEL

Streater

A realistic miniature all metal Steam Shovel that really digs. Has the full range of movement of a real shovel. Two crank arms control the operating strings. Cab rotates on undercarriage. Overall size 7½ inches high, 5 inches wide. 16 inches long. Completely assembled.

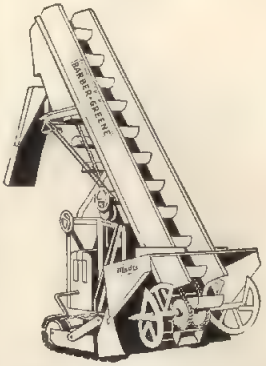
Weight, each 4½ lbs.
1 only in shipping carton.

9E100—Per dozen **$48.00**

Suggested retail price $2.95 each.

BUCKET LOADER

Model



Built of electrically welded steel, are sturdily constructed to take rough and tumble treatment. Authorized scale reproduction of Barber-Greene High Capacity Bucket Loader on caterpillar tread. Bucket conveyor quickly loads from stock piles to Earth Haulers. Overall height 18 inches.

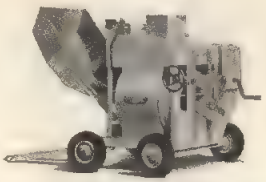
Weight each, — pounds.

11C2001—Doz... **$220.00**

Suggested retail price $13.75 each.

CONCRETE MIXER

Model



Built of electrically welded steel, are sturdily constructed to take rough and tumble treatment. Authorized scale reproduction of Jaeger Concrete Mixer. Four rubber tired wheels. Loads, mixes, tilts for pouring. Can really mix concrete. Overall length 15 inches.

Weight each, — pounds.

11C2002—Doz... **$172.00**

Suggested retail price $10.75 each.

EARTH HAULER

Model

Built of electrically welded steel, are sturdily constructed to take rough and tumble treatment. Authorized scale reproduction of Wooldridge Heavy Duty Earth Hauler. Four rubber tired wheels—tires exact replicas of Goodyear Super-Twist Tires. Dumps the load where wanted. Push—pull—or ride on it. Overall length 25 inches

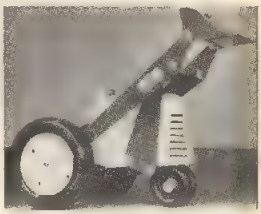
Weight, each 11 lbs.
1 in shipping carton.

11C2000—Per dozen **$204.00**

Suggested retail price $12.75 each.

TOY TRACTOR AND LOADER

Super Six Junior



An actual working scale model of the big tractor-mounted Super-Six Hydra-Lift used in farm loading operation. Sturdy all metal construction. Operates with push-pull windup. Scoops up, carries and dumps building blocks, marbles and all kinds of small toys. Length 13 inches, Height 6 inches, width 5½ inches. Tractor length 8⅜ inches.

Weight per shipping carton, — lbs.

1Q47—Per dozen.. **$38.40**

Suggested retail price $3.95 each.

RIDER DUMP TRUCK

Buddy "L"

Sturdy steel construction. Removable leatherette-faced saddle seat. Buddy "L" Pull-N-Ride feature. All rubber wheels with dual rear wheels. Automatic end gate opening. Duo-tone baked enamel finish. Length 21⅞ inches, width 8½ inches; height 9¼ inches.

Weight, per shipping carton 6 pounds. 1 on ly in shipping carton.

M702—Per dozen.. **$70.20**

Suggested retail price $4.50 each.

DELUXE RIDER DUMP TRUCK

Buddy "L"

Speedy dump action with automatic end-gate opening. Removable leatherette saddle seat. Pull-N-Ride feature. All rubber wheels with dual rear wheels. Shovel included for added play value. Duo-Tone baked enamel finish. Length 25½ inches. width 8½ inches, height 9½ inches.

Weight, per shipping carton 7 lbs. 1 only in shipping carton.

M802—Per doz..... **$96.00**

Suggested retail price $6.00 each.

HEAVY DUTY RIDER TRUCK

Wyandotte

Extra heavy gauge steel. Automobile type chassis. Reinforced and welded construction. 32½ inches long, 15 inches high overall, 8¾ inches wide. Bicycle type seat—11½ inches from floor. Automobile type steering mechanism. Two removable ladders 20 inches long—and bell. A very practical toy truck that a child can actually ride and steer.

Weight per shipping carton. — lbs. 1 in a shipping carton.

J1700—Per doz. **$96.00**

Suggested retail price $6 00 each.

EXTENSION LADDER FIRE TRUCK

Buddy "L"

Brilliant fire red baked enamel finish. Silver painted ladders. Removable leatherette saddle seat. Main ladder raised by crank. Pull-N-Ride feature. All rubber wheels with dual trailer wheels. Length 35 inches, width 9⅛ inches, height 10¼ inches.

Weight, per shipping carton 8¾ lbs. 1 only in shipping carton.

M801—Dozen.... **$108.00**

Suggested retail price $6.75 each.

DELUXE RIDER DELIVERY TRUCK

Buddy "L"

Modern design. Leatherette faced removable saddle seat. Pull-N-Ride feature. All rubber wheels with dual rear wheels. Barrel skid included for additional play value. Duo-tone baked enamel finish. Length 22¾ inches, width 8½ inches, height 8⅝ inches.

Weight, per shipping carton 8¼ lbs. 1 only in shipping carton.

M803—Per doz. **$96.00**

Suggested retail price $6.00 each.

HEAVY DUTY DUMP TRUCK

Turner

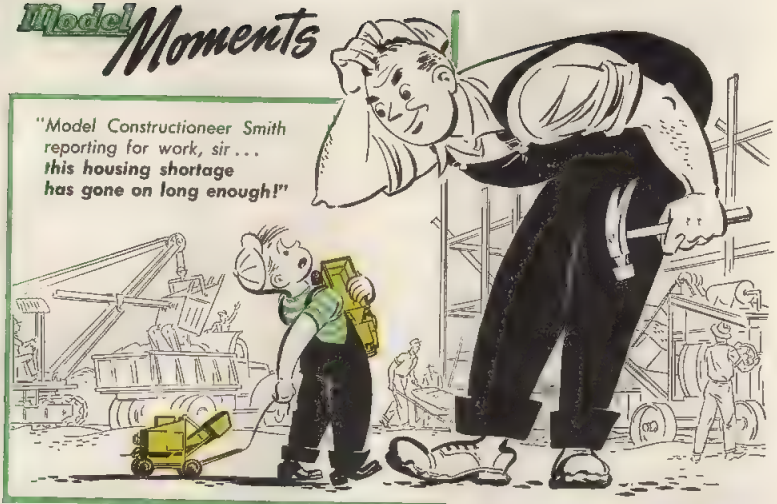
27¾ inches long overall, 8⅝ inches wide, 17¼ inches long at side. Rubber wheels, strong bed lift, hinged end gate. Finish: Red bed, yellow cab, green chassis.

Weight per shipping carton, 8 lbs. 1 in a shipping carton.

5J817—Per dozen **$68.70**

Suggested retail price 4.29 each.

Model Moments



Maybe they *won't* lick the housing shortage, but Model Toys not only look like real construction equipment—they do the *same* work. Authorized by the makers of world famous construction equipment, Model Toys carry the names of Jaeger, Barber-Greene, and Wooldridge—leaders in their fields.

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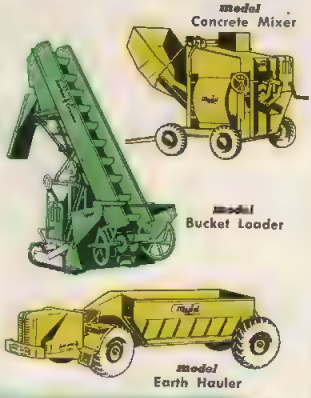

Model Concrete Mixer

Model Bucket Loader

Model Earth Hauler

Model TOYS

For prices and complete information, consult
Model Toys Sales Representatives

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Jos J Barnett,
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The Fifth Avenue Bldg.

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Atlanta Toy Mart,
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CINCINNATI 8, OHIO
Wm. Mckapeace & Son
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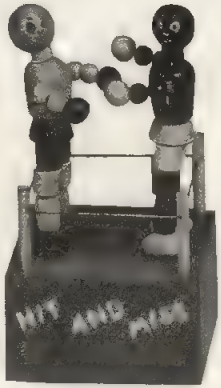
ANOTHER WONDER TOY



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"HIT AND MISS"
PATENT PENDING

. . . "The cutest tiny weights" will perform a thrilling boxing match just by pressing your fingers against push button under the base. "Hit and Miss" will show themselves in a hundred different positions at your command. It all depends on which spot and how deep you press the push button. **A toy for young and old.**

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RED DOT
CANNON
Sensational
$1.00
METAL TOY

Loads 6 balls, shoots 1 at a time by pulling trigger. Only toy cannon with Pin Ball action. Shoots small objects such as a stick, pea or bean. Nothing like the RED DOT at $1.00 retail!

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Your youngsters will have more fun with *Model* Toys!

Yes, it's the *realism* of Model Toys that appeals so strongly to youngsters and oldsters alike. For makers of America's finest construction equipment have authorized us to duplicate their models on a reduced scale. Model Toys do the same work as the original jobs! The Bucket Loader fills the Earth Hauler—the Earth Hauler dumps its load—the Concrete Mixer mixes and pours concrete. It's *real thing* looks—*real thing* performance—*real thing* fun! **See these lifelike Model Toys today!**

Model TOYS

Sold at Better Toy Stores Everywhere

THE CHARLES. WM. DOEPKE MFG. CO., ROSSMOYNE (CINCINNATI), OHIO

The Spotlight IS ON AMERICA'S FINEST TOYS!

The above advertisement will appear during October, November and December in national magazines reaching more than 3,044,346 readers. Tie-in your store with this advertising.

Stock America's fastest selling line of toys—Model Earth Haulers, Model Concrete Mixers and Model Bucket Loaders. Beat a possible freight tie-up —send in your order AT ONCE.

Model TOYS

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CINCINNATI 8, OHIO
Wm. Mekapeace & Son
1321 Michigan Ave.

SAN FRANCISCO 3, CALIF.
Ken Roberts
Western Merchandise Mart
1355 Market St.

CANADIAN INQUIRIES—Write to Factory

Cuddly Magic Skin Baby

Beautiful plastic head has almost human facial features

Pete soft, smooth "skin" of all-at-a synthetic rubber feels and wrinkles as a real baby's. Each little finger is separate so that doll can even clasp her tiny hands

Sparkling, lifelike eyes go to sleep, have thick real lashes. Realistic head, molded of practically unbreakable plastic, luna, also tilts on 14 to 18-inch size

Doll can be sponged off with soap and water and powdered to keep her sweet and clean. Legs and body are molded in one piece. Dimpled arms are jointed

14-in. size **$5.79** 16 in. size **$7.79** 18-in. size **$9.69** 20-in. size **$11.59**

Every little girl dreams of owning a doll as sweet and lifelike as this one, with go-to-sleep eyes and skin that feels almost human to the touch . . a doll that she can sponge off and powder, dress and undress. Quality workmanship throughout . . will outlast many ordinary dolls. Read about her wonderful features above! Body, arms, and legs of smooth synthetic rubber Magic Skin, stuffed with soft cotton, are unbreakable. Beautiful plastic head with molded, tinted plastic hair and almost human facial details is practically indestructible. The layette is as pretty as can be. Consists of sweetly styled sheer cotton dress with dainty trim and matching frilly bonnet with rayon ribbon ties (assorted styles and colors), cotton slip, knit cotton shirt and panties, rayon socks and imitation leather shoes. Also included are cotton wash cloth, and three powder puffs for keeping dolly clean, two safety pins, and six wooden clothes pins

49 N 2833 14-in. Doll with layette Shpg. wt 2 lbs. **$5.79**

49N2834-16-in. Doll with layette Shpg.wt 2 lbs. 4 oz **$7.79**

49 N 2835 18-in. Doll with layette. Shpg. wt. 3 lbs **$9.69**

49N2836 20-in. Doll with layette.Shpg. wt. 3 lbs. 10 oz.**$11.59**

Ideal

Deluxe 15-pc. Magic Skin Doll Gift Set

with gorgeous, complete layette and smart-looking, sturdy carrying case

Imagine how delighted your little girl will be when she opens the suitcase and sees the adorable doll and all the lovely, lovely clothes! She'll have endless fun dressing dolly in her different outfits and taking care of her. The lifelike Magic Skin baby has the same wonderful features as doll above. Beautiful layette of very fine cotton and rayon materials in pastel colors or white (no choice) . . . richly trimmed with lace, embroidery, and ribbons. Included are a sweet dress with bonnet, coat and bonnet, slip, knitted shirt and panties, housecoat, jacket, cuddly robe, socks, imitation leather shoes, and a soft blanket with ruffled edge. Handsome suitcase with rounded corners of sturdy cardboard over wood frame has canvas-effect paper covering, snap locks and carrying handle

$12.95 Set with 14-in. doll

79N02840-14-inch Doll with layette in carrying case. Shpg wt 5 lbs. **$12.95**

79N02841 16-inch Doll with layette in carrying case. Shpg. wt. 6 lbs . **$14.95**

79N02842 18-inch Doll with layette in carrying case Shpg wt. 7 lbs. . . . **$17.95**

Give your little girl her dream doll this Christmas! Pay on Sears Easy Payment plan . . . see page 256

Big and Little Sister Dolls

A B These sweet, cuddly dolls have washable, plastic coated mask faces with painted features; cotton yarn curls. Rubberized cloth legs, composition arms, cotton stuffed bodies. Cotton undies, slips, sheer cotton frocks, bonnets, socks, imitation leather shoes

49 N 3581 13½-in **Little Sister Doll.** Shpg. wt. 1 lb. 2 oz.... **$2.79**
49 N 3582—15-in. **Big Sister Doll.** Shpg wt. 1 lb. 8 oz **3.59**
49 N 3588—**Big and Little Sister Doll Set.** Shpg. wt. 3 lbs.... **5.98**

C **Soft lovable cotton-stuffed Doll.** Washable mask face with painted features, cotton yarn wig. Wears colorful corduroy dress, matching hat, rayon socks, imitation leather shoes.
49 N 3594 About 16-inch size. Shpg wt. 1 lb. 8 oz .. **$2.89**

Tots can ride this strong Horsie!

- Mounted on strong steel frame, baked-on enamel
- Rubber-tired, steel spoke type wheels, steel axle
- Will hold the weight of a child up to 100 pounds

$7.79

D Your youngster will love this husky, good-natured, solidly mounted horse. Can take a lot of punishment without a whimper. Mounted on a steel frame with 4 large rubber-tired spoke-type steel wheels, 5 in. diameter. Frame has baked-on enamel finish. His soft cotton back rayon plush coat is two-toned. Moving eyes are securely fastened in place. Imitation leather bridle, harness, reins, and saddle with metal stirrups. He's 18¾ in. long. 9¾ in. wide, 21 in. high overall. Height from saddle to floor 13½ inches
79 N 04364—Horse on wheels. Shpg. wt. 7 lbs..... **$7.79**

Soft huggable Lamb

E Made of cotton jersey in pastel colors . . . stuffed with Latex rubber foam, never gets lumpy. Big floppy ears, tail. Painted eyes, nose and decorations. Wears rayon bow. Shpg. wt. 12 oz.
49 N 4475—About 8 in. high **$1.89**

F **Rayon Plush Terrier** with moving head. Felt nose, shiny eyes, imitation leather collar. Firm cotton-stuffed body. Two-tone coat. Shipping weight 1 lb. 4 oz.
49N4037—About 10-in. tall **$2.89**

Rayon Plush Zipper Cat

G It's a pal, it's a pillow, it's a place to put priceless young possessions where they'll have a bright-eyed kitty to watch over them. Whiskered, plump, and pettable, kitty has a movable head. Zipper-closing pocket in her back will hold handkerchiefs, doll clothes, or jewelry. Coat is rayon plush (assorted colors) . cotton stuffed. Dressed up with a rayon ribbon bow. About 18-in. long. Shpg. wt. 1 lb. 8 oz.
49 N 4078 .. .. **$4.79**

Gold-color jointed Bear

H This fuzzy, snub-nosed bear will get a heart-warming welcome from any child. Rich gold-color cotton back rayon plush covers his plump cotton filled body. Fully jointed so he can be placed in many amusing positions. Has shiny eyes, felt nose, yarn mouth. Realistic felt paws. Jaunty rayon ribbon bow.
49 N 4321—About 14-inch size. Shpg wt. 1 lb. 8 oz. **$2.94**
49 N 4322—About 16½-in size. Shpg wt. 2 lbs. . . **$3.89**

FOR PAGE 151 . . STUFFED ANIMALS

NEW TOYS ON PARADE

Goshen Glide Settee, Jr.

Ideal for children three to eight years of age is the Goshen Glide Settee, Jr., by GOSHEN MANUFACTURING COMPANY, Goshen, Indiana, of which Robert M. Rink is president.

Toybuyers, long familiar with Goshen's traditional quality, will find it again in this form-fitting settee, which is finished in weatherproof enamel in a choice of these colors: green, white; bittersweet, white, blue. With rockers of metal and with wood slats, the total weight is sixty pounds.

Ground space occupied by the Goshen Glide Settee, Jr., is 25" x 54". Seat measurements are as follows: Height of back, 14"; height of seat, 11"; width and depth of seat, respectively, 24" and 12".

Settee, Jr. is on view in Space 1139, American Furniture Mart, 666 Lake Shore Drive Chicago, where Carl Hunter is in charge.

●

The "Little Mechanic"

The MILTON BRADLEY CO. is marketing a new line of educational toys designed to make the child think while he plays. "The Little Mechanic," pictured here, was constructed to impart to the child his first knowledge of mechanics. Into a small wood work bench are fitted four standard nickel-plated bolts. The bolts are of different sizes and types. Two of the bolts are set in the bench with the head end upwards; one has the nut-end up; the other is slotted. With the set comes an open-end wrench that when used correctly, will fit all the bolts. On the wrench handle is a dull screw driver for use on the slotted bolt.

The bench is painted a striking red which sets off the bright steel finish of the bolts. The paint is a special anti-toxic solution that should eliminate fears of "chewing." The corners of both the bench and wrench have been rounded to prevent scratching.

Address of the manufacturer is Springfield 2, Mass.

New Cradle for Baby Sparkle Plenty

Introduction of a new doll cradle for Baby Sparkle Plenty has been announced by the IDEAL NOVELTY & TOY COMPANY, 200 Fifth Ave., New York 10, N. Y.

The cradle, with Sparkle's name and picture painted at the foot, is eighteen inches long. The sides of its sturdy wooden frame are covered with colorful ruffled plastic material. Retail price is $3.00.

Double-Action "Auto-Craft"

This is something for boys aged 5 to 60, which means quite an extensive market. It is all metal, beautifully finished in brilliant red and green, with solid rubber wheels. All that is necessary is to wind it up and let it go. It runs 25 feet or more. Then the lever may be pulled back and the front ramp will drop, causing a flashy die cast red roadster to roll off deck ramp into hold of ship. When lever is released, the car darts across the hatch ramp, thus providing double action, double fun. The item is individually boxed, 12 to a shipping carton. Overall length of craft is 13¾"; height 5¾"; and width, 4½". It is distributed by FARBRO ASSOCIATES, 1196 Broadway, New York, N. Y.

Electric Scissors and Binoculars

Two new Walt Disney character items soon ready for delivery are ROYAL AMERICAN CORPORATION'S Donald Duck Safety Electric Scissors and the Mickey Mouse Sport Binoculars, each to retail at $1.95.

Recently granted a manufacturing license by Walt Disney Productions, Royal American Corporation has combined originality and utility in these two new Disney Character items.

The Donald Duck Safety Electric Scissors are made of unbreakable plastic, and are button-controled for swift, mechanical action. Donald's bill snips right through cut-outs, pictures, etc., easily and safely—so safely that the item is underwritten by one of the world's largest insurance companies.

The Mickey Mouse Sport Binoculars are precision-made, with pitch-polished Galilean magnifier type lenses for maximum power and clarity. Grown ups as well as children will appreciate the special finger-tip focusing knob that allows easy, accurate viewing and will carry Mickey with them wherever extended eyesight is required.

Both the Donald Duck Safety Electric Scissors and the Mickey Mouse Sport Binoculars come in specially designed packages carrying authentic Walt Disney Character artwork, and will be supported by national advertising, dealer helps and publicity. Orders are now being booked for Christmas business at Room 1583, Merchandise Mart, Chicago 54, Ill.

Made in seven sizes — Send for circular

ROY K. DENNISON & SONS • East Machias, Maine

Write, wire, or phone about two of the fastest selling, fastest growing newcomers in the toy field—the Donald Duck Electric Scissors, and the Mickey Mouse Sport Binoculars, both $2.00 list.

ROYAL AMERICAN CORPORATION

1538 MERCHANDISE MART
CHICAGO 54, ILLINOIS

SHOOT-A-PLANE

Smart—Safe—Amazing

Aviation Action Toy

1947's Miraculous Sales Builder

IMMEDIATE DELIVERIES

Write today for full particulars and Circular on Cly-Da-Jet

ABBO-CRAFT CO.

530 S. Dearborn St. — CHICAGO 5, ILL.

PETER-MAR TOYS

Sell Themselves

ASK FOR CIRCULAR SHOWING

FARM TRACTOR

8" High; 12" Long

Peter Products Co.

MUSCATINE, IOWA

Shine In the Dark

Newest boons to babies, to nurseries where childish fears lurk in the dark, are the household night lights which give "just a glow" without glare. Manufactured by ALL-PLASTICS CORPORATION of Avon-by-the-Sea, New Jersey, they are available in four whimsical styles to delight the most fretful child.

"Moon Baby," a sleeping baby cradled on a crescent moon, is a sleep-inspiring light for any nursery. "Doxy Duck," a coy duckling with long eyelashes, appeals to the animal-loving child and "Nite Gard," a replica of Maine's Mt. Desert Lighthouse, lends a safety beacon against shadows that frighten children. An excellent suggestion for a Christmas present is "St. Nick-A-Lite," a jolly, red-coated Santa who will bring Christmas cheer to the nursery all year long.

The night lights are made of light but sturdy translucent plastic in soft colors, come complete with economical 7 watt bulbs and all electrical fittings. Perfect as a thoughtful and unusual gift to the household where the new baby reigns supreme, it also aids mothers everywhere in keeping a watchful eye on their children's slumber. The retail price is $3.

•

HOUSEWARES YIELD TO TOYS

Space Used by Housewares at New Boston Store, Chicago, to Be Taken Over by Toy Displays

From now on Christmas toys will rule the roost at the New Boston Store in Chicago. In preparation for the coming selling season, the store, beginning October 11, began the job of moving housewares and major appliances out of their space on the eighth floor to a new temporary location on the State Street side of same floor.

Toys—and Santa Claus—will take over the approximately 25,000 square feet of floor space as soon as the moving job is completed.

The move, as far as known, will be temporary through the holiday selling season only, but may be permanent if time proves that a closer knit operation is more advantageous, according to Ellsworth C. Reynolds, divisional merchandise manager.

•

Toys Advertised for Immediate Sale and Christmas

The New Boston Store in a recent two column by one-half page ad in the *Chicago Tribune* featured an aluminum scooter at $3.98. It was thirty inches high, thirty-six inches long and had Firestone synthetic rubber tires.

The store also shows ball-bearing roller skates at $1.95. They are all steel and are specially designed to give young skaters easy balance. The ad pointed out that the customer could save by buying now and putting them away for Christmas gifts.

•

Steer-O Toys Moves

Steer-O Toys, Inc., Chicago, Ill., is now in its new quarters at 6511 N. Clark Street. It manufactures a heavy plastic motor car with automatic steering unit, 13 inches long.

TFI

TRADE MARK

MAKERS OF FINER TOYS FOR GIRLS AND BOYS

TOY FOUNDERS INCORPORATED
112 E. ATWATER STREET
DETROIT 26, MICHIGAN

No. 301

TRAILWAY ACF BRILL

Just one of the popular Cast Aluminum toys in the "Realistic" line . . Write for details

FREEPORT TOY & MFG. CO.

FREEPORT, ILL.

NEW ELECTRIC JUKE BOX BANK

NEW $1.49 LIST

Looks like a real Juke Box . . . in miniature. Made of colorful plastic and metal, hand painted. Height, 6"; depth, 3"; width, 4½". Lights up when coin is inserted, making it FUN to save! . . . List price reduced from $1.98 to $1.49

Write - Wire - Phone

E. J. KAHN & CO.

429 W. Superior St. — CHICAGO 10, ILL.

Producers of Fine

TOY STEAM ENGINES

Reasonably priced

IMMEDIATE DELIVERY

Write for free booklet A-1

MARVINDUSTRIES, INC.

1130 NEWPORT AVENUE
CHICAGO 13, ILLINOIS

Drink 'n' Wet Baby Doll—In 3 Sizes

• soft, smooth Latex rubber body that looks and feels almost real
• completely equipped -everything dolly needs is in layette
• has famous "drink and wet" feature all children love

2.98 14-inch size

Bathe her body

Put her to sleep

Pinch her—she feels almost real

A wonderful rubber dolly that's bound to give any youngster a tremendous thrill on Christmas morn ng! She seems so real, feels so real and looks as sweet and pretty as baby s star herself. Life l ke composition head with sparkling closing eyes, long fringed eye ashes. Fill her bottle with water, she'l drink it down, then wet her diaper. Loads of fun to play with and easy to keep clean too for her soft pink rubber skin is washable! She'll keep Sis busy for hours bath ng and feeding her.

Layette includes sudsy soap and sponge to wash her with, bath towel to dry her off and a fresh clean diaper to dress her in. Turns her head, sits alone. Available in three different sizes. Order her today!

35J 4608. 14 inches tall. Shipping weight 2 lbs.	2.98
35J 4609. 16 inches tall. Shipping weight 2 lbs. 5 oz.	3.98
35J 4610. 18 inches tall. Shipping weight 3 lbs.	4.98

USE OUR CONVENIENT 30-DAY CHARGE PLAN—
SEE PAGE 185

Wee Folks Love These Cuddly Pets

Peter Panda Can Sit Alone!
- *glasseyes eyes that move*
- *soft wool plush body*

An appealing little fellow! Soft stuffed body; black and white wool plush covering. Gay red necktie. 12 inches tall.
35J 4001. Wt. 14 oz. .. **1.39**

Nippy Seems Almost Alive!
- *has sanitary plastic bone with powerful magnet end*
- *jumps for bone, tugs*
- *100% Virgin Wool Plush*

Nippy is 9x11 in. long.
35J 4069. (1 lb. 4 oz.). **3.49**

Sweet Dolly Dumpling
- *washable painted face*
- *removable plush bonnet*

Dolly is 14 inches tall! Strongly sewn rayon plush; molded buckram face, yellow cotton hair. Order her now!
35J 4067. (13 oz.) **1.89**

Bobo, the Whimsical Clown
- *he can sit all alone!*

A jolly fellow ready for plenty of rough 'n' tumble. Variegated rayon suit, painted face. Keep him clean with a damp cloth. Measures 19-in. tall.
35J 4451. Wt. 1 lb. **1.89**

Make Her Christmas Joy Complete with

Made Like a Real Baby's Bathinette!
- *compartment for accessories*
- *with soap, sponge and wash cloth*

For bathing and dressing dolly! Cloth covered drying table; hardwood with steel frame. Rubberized compartment with cover, tray. No-leak clamp on rubber drain. Ivory. 28½ in. high.
A35J 4401. Mailable. Wt. 5 lbs. **3.69**

Fiber Bassinet for Dolly's Nap Time
- *folding frame, sturdy, braced legs*
- *easy rolling metal casters*

She'll love tucking dolly in for her afternoon nap before she has her own! Woven fiber body on sturdy wood frame. Legs fold easily for storing. Ivory enameled finish.
Size 24x14x7½ in., 21 inches high.
A35J 4023. Mailable. Wt. 7 lbs. **3.49**

Drop Side Crib—Like Baby Sister's!
- *drop side panel with safety catch*
- *domes of silence for easy sliding*

Just right for dolly! Side drops down so dolly can be tended easily—when it's up, dolly can't drop out! Rounded corners; peach color enamel. Decorated end panels; slat springs. 25x15x20 in. high.
A35J 4024. Mailable. Wt. 9 lbs.... **4.98**

Luxurious Crib Set **1.98**
- *reversible taffeta*
- *hand sewn design*

Won't she love tucking dolly into this reversible Rose and Blue rayon taffeta set! 23x16 in. comforter; soft pillow, 10x6 inches.
35J 4480. (1 lb. 6 oz.) **1.98**

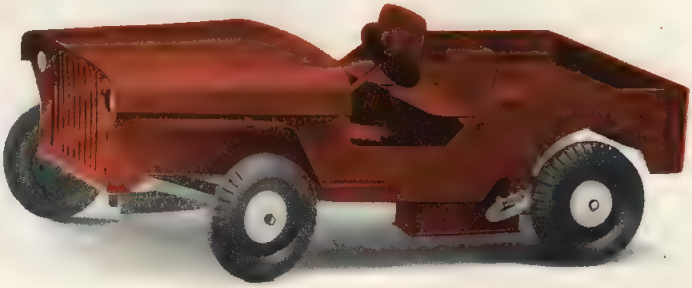
Dolly's Bunting **98¢**
- *Esmond fabric*
- *rayon satin trim*

Genuine Esmond blanket cloth to keep dolly snug and warm. Elastic at neck of hood. Fits up to 20-in. doll.
35J 4483. (11 oz.) 98

Presenting the New And Improved

ALL METAL

JUMPING JEEP



Looks And Performs Just Like The Real Thing

Here's action and fun galore. This sturdy durable all-metal jumping jeep is just the toy you have been looking for and the kind youngsters go for. Parents as well as children are quick to appreciate its easy-to-wind long-running motor that provides an amusing action toy — in short —

ACTION GALORE

Note These Additional Features

Rounded, smooth corners—completely enclosed mechanism—salient spots welded—easy to wind—bright red baked enamel finish.

Individually boxed, packed 3 dozen to carton—shipping weight approximately 45 lbs.

Write, Wire or Phone

DUNCAN MANUFACTURING CO., INC.

10-41 47th Avenue STillwell 4-1278 Long Island City 1, N. Y.

Acme SHEAR & SCISSORS TIPS

Trade up!

Young customers need better quality scissors

When young Americans make their first purchase of scissors they're entitled to a quality product!

Why not give it to them? Why risk disillusioning them right when building confidence is important?

Acme Children's Scissors have the same dependability, the same true-cutting qualities that have made the Acme name famous for 70 years. They're real scissors that cut and keep on cutting both paper and cloth.

Blunt ends, of course, and edges that are sharp yet safe. These better scissors have wide acceptance in schools. They are known to teachers and to parents.

Step up your scissors profits by *trading up*. Deliveries are still a problem but our production is being increased as much as conditions will allow. In the meantime, keep asking your wholesalers for samples and prices of Acme Scissors.

ACME SHEAR CO.
BRIDGEPORT 1
CONNECTICUT

Makers of
ACME • EVERSHARP
PURITAN • WINDSOR
KLEENCUT • AMERICUT

Keep Your Eye on ACME!

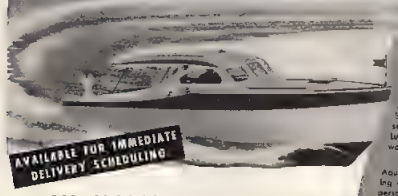
ARTCRAFT CHARACTER DOLL CO.
MANUFACTURERS
102 WEST 101st. STREET - NEW YORK 25 - ACADEMY 2-1705

It's NEW
TRIPLE LIFE (Self Sealing)
Professional
DART BOARD
ALSO
GAMES AND TOYS OF DISTINCTION
Ideal Games, Inc.
14712 East Seven Mile Road
Detroit 5, Mich. Phone: PRospect 5470

SOON—THE RETURN OF OUR SUPERB RUBBER TOYS!
BARR
WATCH FOR ANNOUNCEMENTS TO THE TRADE
THE BARR RUBBER PRODUCTS CO. SANDUSKY, OHIO, U.S.A.

Eddy is Ready

WITH A COMPLETE LINE OF 1947 BOATS



32-FOOT CUSTOM CRUISERS

Available as a Full Cruiser with 16' open cockpit and Cabin Cruiser with 7'8" deck house. Sleeping accommodations for four to six persons. Chrysler Crown engine with 1.95:1 reduction gear, affords 19 mph. Beautiful appointments. Twin engines on special order.

26-FOOT TWIN-CABIN CRUISER

Aqua Flow hull. Complete facilities and equipment. Sleeping accommodations for four persons. Twenty-seven miles per hour with Gray 145 hp engine. Luxury trimmed with chrome plated bronze hardware.

26-FOOT SPORT CRUISER

Aqua-Flow hull, hotels a performance ideal for cruising and fishing. Sleeping accommodations for two persons. Beautifully finished. Twenty seven miles per hour with Lycoming 130 hp engine.

18-FOOT SPORT UTILITY

Aqua Flow hull. Seating capacity for six persons. Mahogany or cedar side planking and deck. Chrome-bronze hardware. Completely equipped. Thirty-seven miles per hour with Ford V-8, 100 hp engine.

AQUA-FLOW OUTBOARDS—THREE STYLES

EDDYSPORTSTER—Luxury finished, streamlined runabout style. Sturdy marine-type full planked hull. Length 15'6", beam 60". Weight 325 pounds. Modern molded sheer-line.

ALL MODELS ON DISPLAY
at the
14th ANNUAL
NATIONAL BOAT SHOW
NAVY PIER • CHICAGO, ILL.
FEBRUARY 1 to 9 Inclusive

AQUA-FLOW HULL-FORM

PIONEERED AND DEVELOPED BY EDDY

Perfected after 15 years of study and experimentation, the EDDY AQUA-FLOW hull-form provides a new degree of seaworthiness and handling ease, yet gives these boats a speed efficiency which approaches the hydroplane. Through direct comparison tests, we have proven boats with the AQUA-FLOW hull-form to be 22 per cent faster per pound horsepower than those with conventional V-bottoms. And a ride in one of these boats is a real revelation—new handling ease—no hard pounding—waves break at right angles and away from the hull. Result, always a dry boat.

Write for Literature

New descriptive literature is available upon request. Write for information on type and style boats in which you are interested. If you can, see these outstanding models at our Chicago Boat Show exhibit.

Dealer inquiries are invited for territories still open.

EDDYSPEEDSTER—Speed type, lightweight full planked hull. High speed performer. Length 14', beam 54". Weight 275 pounds. Modern molded sheer-line.

EDDYTOPPER—Special lightweight boat for transporting on auto tops or trailers. Sturdily constructed with full planked hull. Length 12'9", beam 48". Weight 120 pounds. Modern molded sheer line.

EDDYCAT SAILER

An easy to handle, lightweight sailboat. Completely rigged, including 79 square feet of cloth. Sturdy hull of plywood. Length 13'2", beam 6'2". Seating capacity, four persons.

Eddy

SPORT UTILITY SHOWS THE WAY

Throwing flat spray at top speed Aqua Flow hull keeps dry boat.

EDDY SHIPBUILDING CORPORATION
POWER BOAT DIVISION — BAY CITY, MICHIGAN

Pony Boy

REG U S PAT OFF

GENUINE LEATHER
PISTOL AND HOLSTER SETS

Terrific in 1946 . . .
now better than ever!

NEW 1947 LINE ON DISPLAY NOW!

Come and see these brand new, grand new Pony Boy models! Sure as shootin', Pony Boy's the top line at the Toy Fair—and *your* top line for 1947! Run, ride or fly—we don't care how you get there—but don't fail to see the finest pistol and holster sets in America! Rm. 228, 200 5th Ave., N.Y.

Pony Boy

PISTOL AND HOLSTER SETS

★ ***Genuine Leather Holsters Only!***

★ ***With the Finest Cap and Clicker Guns Made!***

Hits the mark with every American boy!
See the line at 200 Fifth Avenue, N. Y., Room 228

Manufactured by

ESQUIRE NOVELTY COMPANY

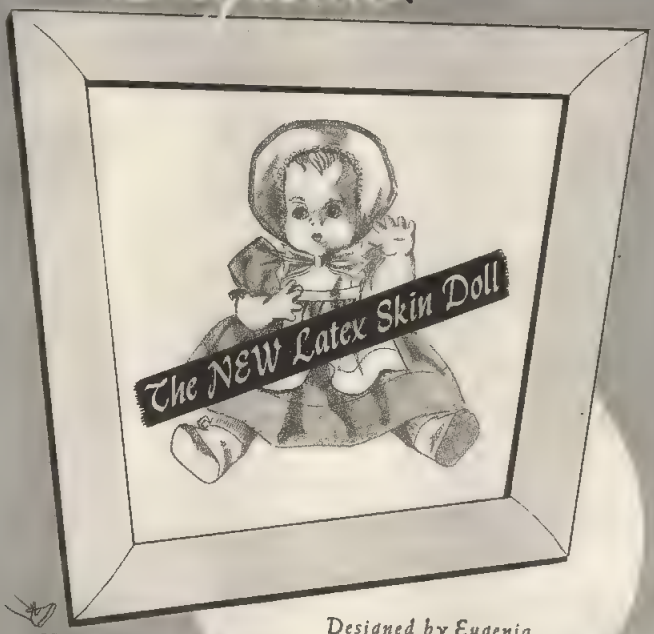
Office & Factory: 335 WEST 16th ST., NEW YORK 11, N.Y.

Showrooms: 200 FIFTH AVE., Room 228

ERNIE KAHN - - WEST COAST REPRESENTATIVE • 155 S ALTAVISTA BLVD., LOS ANGELES • 718 MISSION ST., SAN FRANCISCO

PREVIEW PRESENTATION *by*

Eugenia!



Keep a Step Ahead . . . .

Watch this page every month for the newest in better dolls and accessories.

Designed by Eugenia, pre-eminent creator of fine Dolls

Eugenia DOLL CO. 752 BROADWAY, NEW YORK 3, N. Y.

PERMANENT SHOWROOM: MURRAY K. RICHSTONE CO., 200 Fifth Ave., New York 10, N. Y.

PREVIEW PRESENTATION *by*

Eugenia

HELENE

EUGENIA'S "Charm Girl"
lavishly dressed in
Fur Jacket and Hat

SIZES 18 inch and 21 inch

Keep a Step Ahead . . . .

Watch this page every month for the newest in better dolls and accessories.

Eugenia DOLL CO. 752 BROADWAY, NEW YORK 3, N. Y.

PERMANENT SHOWROOM { STRAUSS & RICHSTONE, Inc., 200 Fifth Avenue • Room 409 • New York 10
AL AUGER, 1355 Market Street • San Francisco 3, California

The "Diving Dolphin"

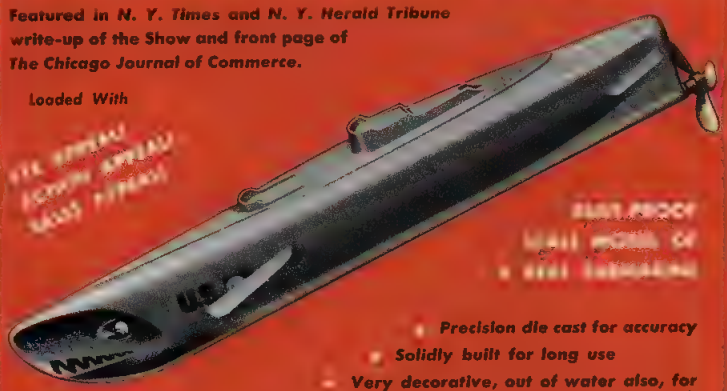
STEALS THE NATIONAL TOY SHOW!

it DIVES! it SURFACES!

IT TRAVELS UP TO 40 FEET UNDER WATER!

Featured in *N. Y. Times* and *N. Y. Herald Tribune* write-up of the Show and front page of *The Chicago Journal of Commerce*.

Loaded With



- **Precision die cast for accuracy**
- **Solidly built for long use**
- **Very decorative, out of water also, for boy's room, den, mantel or recreation room.**

Length	17 inches
Beam	2¼ inches
Weight	13 oz.
Boxed	Individually
Packed	24 in carton

$1.98

Also special Deluxe chrome plated model, highly decorative.

2.87

A.C.T. Incorporated

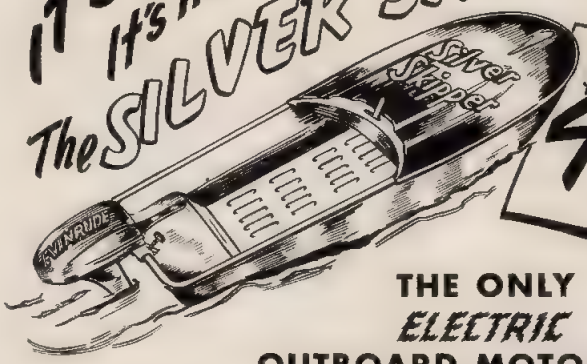
ACT INC. PRODUCTS

500 Griswold Street, Detroit 26, Michigan

IT'S FAST-IT'S FUN!

It's new and different—

The SILVER SKIPPER



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THE ONLY
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Now powered by the

"EVINRUDE" Mini-Outboard

- Like its real life counterpart . . . Full tiller action . . . Start-stop switch.
- Won't short out . . . hold it under water . . . watch it run.
- "EVINRUDE" Mini-Outboard powerful permanent magnet, self-starting motor.
- 12½" long . . . heavy guage aluminum . . . Colorful enamel coated decking.
- Quickly changed power supply . . . 2 flashlight batteries, good for hours.
- Natural display builder . . . Non-seasonal . . . Fun in any age bracket.

FOR BATHTUB . . . POND . . . POOL . . . LAKE . . . OR STREAM

DEALERS *If your local distributor cannot serve you, write:*

REEVES PRODUCTS, INC. Mfrs.
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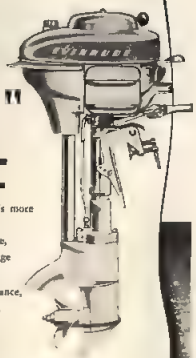
Boating's more fun with an Evinrude "4"



From shove-off to "home again", every mile is more fun when there's an Evinrude "Four" on the stern of your boat. *More fun* . . . with four-cylinder starting ease, flexibility, responsiveness. *More fun* . . . with the thrilling surge of four-cylinder power that flows with matchless smoothness.

Back of Evinrude four-cylinder models are millions of miles of fine performance, years of engineering advancement. A favorite four for small runabouts, fast family and fishing boats is the Lightfour. Weighing only 66 pounds, Lightfour develops 9.7 O.B.C. brake H.P. at 4000 R.P.M

See your Evinrude dealer - look for his name in your classified phone directory under "Outboard Motors".

Catalog of complete line of 7 Evinrude models FREE
Address EVINRUDE MOTORS, 5447 N. 27th St.,
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EVINRUDE
OUTBOARD MOTORS

but steering a sure, safe course for Home!
With a Kaar D-24 Direction Finder you are sure and safe when weather closes in. Your true position can always be determined by taking bearings on radiobeacon, standard broadcast, or other shore stations. You can ride the beam home by tuning in any continuously operating station in line with your destination. When you "home" with a Kaar D-24, you are "steering by ear"— permitting your eyes to do lookout duty all the way in.
You know where you are with a KAAR!
WRITE FOR FOLDER!
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PALO ALTO, CALIFORNIA
KAAR ENGINEERING CO. · PALO ALTO, CALIFORNIA, U. S. A.

starting gun goes off for this year's Hawaii-bound classic. . . The 98-foot yacht, Clarinda, powered by twin 165-hp Gray diesels, has been sold by Jack Pym to Jesse Petrick through the Fremont Boat Company, Seattle. She will be used on the mail run between Seward and Westward along the Alaska coast. . . When the Dickinson Victory docked at Seattle from California in late January, its cargo contained E. C. Jack's trim 42-foot cutter, Tide. She will be a graceful addition to Puget Sound waters this season. . . . L. P. Larsen of Spokane, who spends most of his time raising Angus cattle at his farm on Saltspring Island, B. C., has just resumed residence on his 98-foot yacht, Winifred II, moored at the Seattle Yacht Club. . . . The first delivery in Washington State of the 20-foot economy cabin cruiser, Cruisalong, was made recently by Marina Mart, Inc., Seattle. . . . With the desire to get all the salt water experience possible in preparation for the post-season international championships, the Puget Sound Star Fleet is tentatively planning to place a barge off Golden Gardens Park in Shilshole Bay for complete haul-out service. This would avoid the necessity of taking the boats in through the locks to their usual moorage after each race.

PACIFIC NORTHWEST BOAT SHOW

SEATTLE will be the scene of the "1947 Pacific Northwest Boat Show" in March. It will be the first event of its kind ever to be co-operatively sponsored by boat, engine, and marine accessory dealers of the Pacific Northwest. Gala opening day will be Saturday, March 22, with the Show to continue through Sunday, March 30.

The newly-formed Pacific Marine Dealers Association, consisting at present of approximately fifty Seattle boat distributors and marine equipment dealers unanimously adopted the sponsorship of the Show at a meeting on January 27. The organization will be a non-profit trade association and membership is open to all individuals and firms engaged in similar marine activity throughout the Pacific Northwest. First trustees include Jerry Bryant, Don Dunton, Jack Hickman, S. O. Jules, Robertson Ross, B. H. Smith, John Warren, and Tom Wheeler.

The site selected for the Boat Show is along the north shore of Portage Bay between 11th and 12th Avenues N. E. It will occupy an area of approximately 30,000 square feet. All boats and exhibits will be under cover with the exception of outside space devoted to the display of sailboats. The Show is adjacent to the waterfront where actual demonstrations will be conducted, a feature of which few other Boat Shows around the country can boast at this time of year.

The newest models of stock cruisers, ranging from 19 to 40 feet in length, manufactured both locally and in the East will be exhibited. There will be sailboats, outboard and inboard runabouts, dinghies, and all other types of pleasure craft. Gasoline and diesel engines, marine controls, accessories, and marine hardware will also be shown. Educational displays will provide information on boat financing, custom design, safety, and the unlimited cruising opportunities of the vast Pacific Northwest.

The Show Committee, representing the Pacific Northwest Marine Dealers Association, consists of Latham Goble, Bill Hamilton, Bob Ross, "Had" Wolfe, O. B. Maxwell, and Loren Garden, with Dave Pollock as advertising counsel. A Show headquarters, under the full time direction of Guy Williams, is being established.

SAM L. LAKE.

HARBOR DISPATCH BOAT

A NEW planing cargo carrier has been designed by Lindsay Lord of Falmouth Foreside, Maine, for the Brown Ship Chandlery and built by the South Portland Boat Yard. Trial trips have been completed and all guarantees exceeded.

The owner's requirements were for a 40 foot boat to carry 10 tons of cargo at planing speed anywhere along the Maine coast. For a hull of this size, planing speed means at least 15 knots with full load. Great beam was incorporated in the design in order to gain all possible advantage from lift due to planing. The bow is a sharp vee to soften her action when heavily loaded and driven hard into head seas. The buttock lines are parallel and a constant deep deadrise is maintained from midships aft.

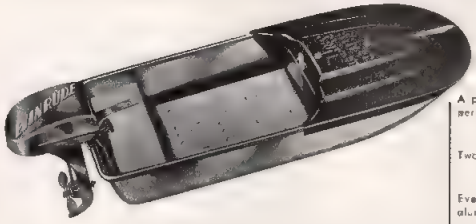
Power consists of two Continental Commando engines driving 22 by 24-inch Peterson wheels through 1.47-to-1 reduction gears. Control is from either inside the pilot house or from the open bridge just aft of it. With light ship a cruising speed of 26 knots is maintained. As cargo is added this speed is reduced until, with the designed ten-ton load, it settles at 18 knots, 3 knots above that required for full planing.

WERE YOU Caught Short?

WELL...WE'RE READY FOR YOUR LAST MINUTE ORDERS!

Why—? *BECAUSE* the Silver Skipper is a unique, year-round toy and our steady mass production technique enables us to ship quickly *THE FASTEST AND LARGEST SELLING ELECTRIC TOY IN AMERICA*. Reeves Products has anticipated your urgent needs—and has set up special channels in connection with our year-round facilities. We are NOW able to handle your last-minute rush orders.

"EVINRUDE" POWERED . . . . Retails for $4.95



RUN FOR HOURS AND HOURS ON TWO STANDARD FLASHLIGHT BATTERIES • ABSOLUTELY SAFE FOR THE SMALLEST CHILD • COLORFUL-EXCITING ACTION • A NATURAL DISPLAY BUILDER • NOTHING LIKE IT—NOTHING NEAR IT • PACKAGED IN BRIGHT, EYE-CATCHING BOXES

AND . . THE DETAILS

MOTOR
A powerful miniature outboard—self starting permanent magnet type

POWER
Two size D flashlight batteries

CONSTRUCTION
Every structural post sturdy gauge aluminum

LENGTH
12 inches long, 2½ inches deep, a five inch beam.

COLOR
Shiny silver hull, red decking, white floor boards

PACKAGING
Standard cartons of twelve

Mfd. by **REEVES PRODUCTS, INC.** 10 EAST 52nd STREET NEW YORK 22, N. Y.

P.S. We'll soon present the most *FABULOUS* toy ever made.

FAIRFORM FLYER

OFFSHORE 48 — GM Hydraulic Diesels-in-Stern — 30 MPH

Not a Luxury but a Sound Investment Paying Endless Dividends
in Renewed Vigor, Reinspired Mind and a
Longer and Happier Life

SPORTSMAN 36 — Twin Chrysler Crowns or Royals — Trolling to 29 MPH

Other models 38 to 100 feet.

Catalog and detailed data is sent to substantial
and self-identified inquirers.

HUCKINS YACHT CORPORATION **FLORIDA MARINA**

ROOSEVELT HIGHWAY, LAKE SHORE BOULEVARD, ORTEGA RIVER

POST OFFICE BOX 6336 TELEPHONE 2-1126

JACKSONVILLE 5, FLORIDA

Hunters—A Problem

Hunters have been so numerous that many farmers have a serious problem on their hands. Never before were so many around as last fall. The G.I.'s were back; factories no longer on urgent war work let their men off, at least for opening day; and nearly everybody had the money to go.

A *Farm Journal* editor talked recently to a farmer in Lancaster County, Pa., whose experience was typical. This man has always been a good fellow about letting a reasonable number of strangers hunt on his farm. He just wanted them to get permission, so he'd know who was on the place and for this reason the farm is always posted.

Last year the trouble began. Hunters came on the land from all directions, without permission. This year there were so many that the farmer threw up his hands and quit hunting, himself. It was too dangerous to be abroad on his own place!

What is the remedy? A man can't call a game warden or the sheriff—several hundred other farmers may be having the same trouble the same day. And trying to act as his own policeman, in the face of such wholesale trespassing, seems to many farmers to be more grief than it's worth. Besides, they want to hunt on opening day themselves. They don't want to spend the day patrolling the farm in a truck.

Who has an idea on what to do about this increasingly serious problem?

Helps Soybean Market

This may come as a shock to some folks who feel that the soybean is Nature's masterpiece, but actually soybean oil has some shortcomings.

But now there's good news. The M. W. Kellogg Company, oil refiners, have developed a new "Solexol" process that eliminates some of those defects.

Soybean oil is a kind of jack-of-all-trades-and-master-of-none oil. For example, it is not as good a drying oil as linseed oil. Nor is it the preferred oil for food.

The new refining process divides the oil into two parts—two-thirds edible oil; one-third paint oil. Both are better than the plain soybean oils, although neither is even yet quite No. 1 in its field.

The Kellogg process uses liquefied propane gas—the same kind of gas many farm wives burn in their kitchen stoves. In addition to separating the oil into two parts, it leaves behind a 1% residue called sterol concentrate, but nicknamed "gunk." This is expected to be an important source of hormones and vitamins.

Perhaps the process will open up many new uses for soybean oil. It should, at any rate, help hold soybean oil's markets, which might otherwise be lost when war-scarce competing oils become plentiful again.

From JANUARY to JANUARY

Easier Farming with Modern Machines

There's a New Holland machine to make your farming more efficient in every season. Free, fully illustrated catalogs are now available to help you plan your farm modernization. Make this a full year of mechanization. Check the list below for the catalogs you need. Send it to Dept. C-2 today.

☐ Pick-Up Baler
☐ Field Bale Loader
☐ Potato Harvester
☐ Flame Cultivator
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NEW HOLLAND MACHINE COMPANY
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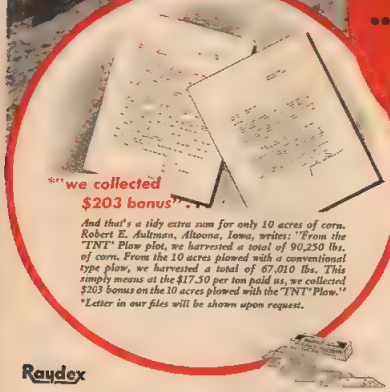
NEW HOLLAND
FARM ENGINEERED MACHINERY FOR BETTER FARMING

from farms all over America ..come tests of the "TNT"



***"we collected $203 bonus"...**

And that's a tidy extra sum for only 10 acres of corn. Robert E. Aultman, Altoona, Iowa, writes: "From the 'TNT' Plow plot, we harvested a total of 90,250 lbs. of corn. From the 10 acres plowed with a conventional type plow, we harvested a total of 67,010 lbs. This simply means at the $17.50 per ton paid us, we collected $203 bonus on the 10 acres plowed with the 'TNT' Plow."
**Letter in our files will be shown upon request.*

● From New Jersey potato fields to tall acres of Iowa corn, it's the same sweet story of increased production. A story that began last spring with the introduction of the "TNT" . . . a revolutionary new plow by Oliver.

This is the plow . . . and the plowing method . . . that breaks through the plow pan and changes subsoil into crumbled, moisture-holding, usable earth. Deep earth, that forms a reservoir of moisture to aid plant growth in dry periods.

In terms of extra profits, farmers everywhere are finding out now just what this new kind of plowing means. Facts and figures are proving beyond doubt . . . the Oliver "TNT" Plow *really boosts production . . . whatever crop is grown!*

The OLIVER Corporation
400 WEST MADISON STREET • CHICAGO 6, ILL.

Raydex

. . . successor to the plowshare. Oliver's new Raydex Points cost you less . . . save you time . . . plow better . . . last longer. A new Raydex costs less than sharpening the old-type share. Raydex Points are built to fit all Oliver Raydex Base plows of 12, 14, 16 and 18-inch sizes.

HOW THE OLIVER TNT PLOW WORKS

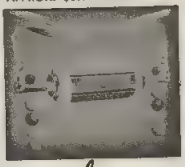
OLIVER

"FINEST IN FARM MACHINERY"

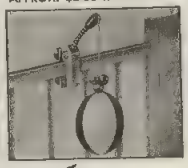
THE OLIVER CORPORATION

The Original
CRADLE GYM
APPROX. $2.00 RETAIL

The Original
CRADLE SPIN
APPROX. $3.00 RETAIL



The Original
CRADLE BOUNCE
APPROX. $2.00 RETAIL



And All Three
ARE EXCLUSIVE
RIGHT-TIME TOYS

These outstanding exercisers were created by Childhood Interests . . . pioneers in the production of Crib Toys. These are toys with national consumer acceptance . . . featured and sold by America's leading stores.

This Distinguished Seal Is Your Assurance Of Fine Quality!

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FASHIONDOL PROUDLY PRESENTS
PATTY
The NEW All RUBBER CUDDLY BABY DOLL

★ She's 13½ inches tall!
★ She has movable head, arms and legs!
★ She's ALL RUBBER — from the top of her head to her tiny toes! You can bathe her all over . . . drop her and she won't break or chip.
★ SHE'S LOVABLE—HUGGABLE —every child will want one!

Made by the makers of FASHIONDOL, the Rubber Mannequin Sewing Set, America's favorite educational toy

She's ALL Rubber!

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Game Parts to Specification

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AMAZING
AVIATION
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1947's MIRACULOUS
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IMMEDIATE DELIVERIES
Write today for full particulars.

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OPEN THIS DOOR...

and open your eyes to new comfort, new roominess, new style in the *OWENS* 3-Cabin Flagship!

CABIN 1. Main deck cabin. 12′ x 10′, with ample headroom. Mahogany table, combination divan-double bed, cocktails and radio . . . all so ingeniously arranged that there's floor space to make it a real living room.

CABIN 2. Forward cabin. Completely equipped galley. Modern dinette. Spacious sleeping accommodations for three. A second lavatory. Wide drawers for stowing books, charts, gear

CABIN 3. Owner's cabin, aft. Lavatory. Full-size double bed. Large, airy windows. More storage space than in many a home ashore! A dresser-vanity for the ladies.

3 cabins . . . 3-cabin privacy . . . 3-cabin luxury, with roominess such as only Owens can provide. Styling that makes it the best-looking 1947 model afloat. And with the unique Owens DURAFORM hull, she'll do a smooth 23 m.p.h. powered by only 230 h.p. Deliveries? Write to Owens Yacht Company, 1012 Stansbury Road, Baltimore 22, Md. Builders of 1-cabin, 2-cabin, and 3-cabin Flagships . . . and of the new Owens 40′ Auxiliary Cutter.

MISSING THE BOAT?
. . . OWN AN

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1947 KITE HEADQUARTERS

Never before these 3 features in 1 kite line

1. **Big names.** Famous comic strip characters whose names spell "tops" to every American youngster.
2. **Jet propelled design.** Open cylinders give these kites the appearance and performance of jet propelled action.
3. **Four-season flying.** The only 4-season kites. Fly on slightest breeze or in high wind. No running necessary.

Buck Rogers "Strato-Kite"

(Individually boxed)

The original "jet propelled" kite recently featured in newspaper releases from coast to coast.

RETAILS AT 25¢

Flash Gordon "Super-Flyer"

(Individually boxed)

Colorfully designed on best quality stock. Lavishly packaged for fast counter turnover.

RETAILS AT 25¢

Flash Gordon "Champion"

A cheaper kite with the same "jet propelled" design and action as higher priced models.

RETAILS AT 15¢

Jet-Wing "Bomb"

Like all kites in this line this model is patterned after a well known American plane.

RETAILS AT 15¢

Ample quantities of kite twine also available at popular prices.

Send for this booklet today!

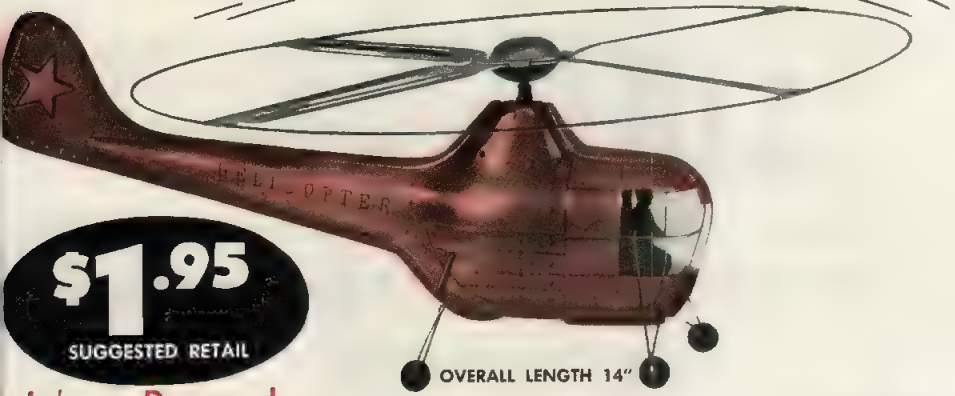
AERO KITE & TOY COMPANY

69 W. WASHINGTON ST.

Chicago 2 ILLINOIS

The New Improved FLYING FLOLINE HELICOPTER

SPEED! ACTION! FUN!



$1.95
SUGGESTED RETAIL

OVERALL LENGTH 14"

It's a Proved PROFIT MAKER

FLIES AS HIGH AS 100 FEET

AS SIMPLE AS SPINNING A TOP

LOOKS LIKE A HELICOPTER

- Safe, Educational
- Built To Take It
- Pilot In Cockpit
- Metal, Aluminum

FLIES LIKE A HELICOPTER

- Body, Plastic
- Red, Green or Yellow

Every Kid Is A Prospect

Your sales possibilities are enormous. You offer every kid from six to sixty a real flying toy that climbs, circles, soars, acts and lands like a real helicopter. Doesn't crash. Simple to operate. A glutton for punishment. Takes bumps, knocks and bends back into shape. Gives seasons of flying fun. A real contest item.

Sells 802 On Small Ad

Chicago store (name on request) sold 802 Floline Helicopters from a 2 column ad Others report similar sales Priced for today's selling and attractively packaged one to a box, 24 to carton. Shipp. Wgt. to carton, 15 lbs. F.O.B. Chicago. Quick delivery. Start those profits moving your way. order your supply today. The kids just cannot resist it.

ALL METAL ROTOR

Hub (triple reinforced), blades shaft of genuine aluminum. Easy to bend back into shape and stay put. Landing wheels of molded rubber Pilot seen through window of plastic fusilage.

ALL ALUMINUM SPINNER

BRANCH OFFICES
MERCHANDISE MART
CHICAGO 54, ILL.

ORDER FROM YOUR JOBBER TODAY
Jobbers Write For Prices

SEE OUR 1947 LINE OF

SAIL BOATS

N. Y. SHOWROOM: ROOM 442—FIFTH AVENUE BUILDING

KEYSTONE MFG. CO.

151 HALLET STREET BOSTON 24, MASS.

you can **bank** on it—

it keeps cash registers ringing!

MAIL BOX BANK

An educational, sturdy, lifetime bank, inspired by the familiar U. S. Government mail box. For the young (and older) America-Minded —to mind their pennies, nickels, dimes and quarters...

5¾" in height—ALL METAL Letterbox Green Enamelled Unique Lock & Key Tucked Beneath

Individually Boxed for Gift Giving. Packed 3 or 6 doz. to the carton.

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86-09 ROOSEVELT AVE.
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N. Y. REPRESENTATIVE
G. S. JACOBSEN
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*Patent Pending

FLORETTE DOLLS

A truly beautiful line of high grade popular-priced Stuffed and Composition Dolls that must be seen to be appreciated.

Wide selection of original costumes stunningly designed. All Dolls have moving eyes and come with or without voices.

Composition Dolls from 17" to 20"

Stuffed Dolls from 14" high at $14.40 per doz. Up

Ask About Our "Bobby Soxers," "Sweater Girls," "Funny Faces" and other fast-selling Soft Dolls

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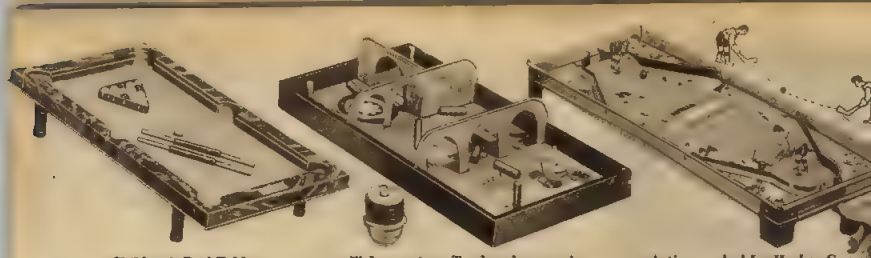


Children's Pool Table

A complete little pool game. Set it up on top of a card table in a jiffy. Table is 19⅜x12⅜x3⅛-in. high. 4 wooden legs and steel frame with simulated wood finish. Rubber cushions. Non-warping Masonite Presdwood surface, covered with green cotton flocking. 2 spring-type wood cues, 15 colored glass balls, 1 white cue ball, metal rack.

$1.98

49 N 425—Shipping weight 3 lbs. 6 oz. . . . **$1.98**

El Jumperino—Top knocks over pins

An exciting game with a whirling top that dashes through the archways of a Mexican hacienda, knocking down the pins in its path. Lots of thrills. Each pin scores. Mexican room scenes lithographed on room partitions and floors. Masonite Presdwood base; sturdy 20x12-inch metal frame. 10 smooth pins, high-speed spring steel top.

$1.79

79 N 0278—Shipping weight 4 pounds . . **$1.79**

Action-packed Ice Hockey Game

A game of skill with lightning fast action just like real ice hockey! Each player controls one of the 2½-inch metal goalies by a hand k and tries to drive steel ball through opponent's g Beautifully illustrated composition board rink 11x3½-in. high. Built to stand lots of hard play enameled steel frame, built-in legs. 2 steel balls.

$2.

79 N 0276—Shipping weight 4 pounds. . . **$2**

Games of skill for an exciting Christmas

A Plastic Duck Fire. Children love to set 'em up and knock 'em down. Ten 2-tone red and white plastic pins 3⅜-in. high; two 1⅝-in. wood balls. Requires little space.
49 N 162—Shipping wt. 1 lb, 4 oz.. **$1.33**

B Horse Shoe Game. Indoor-outdoor favorite. 2 pairs molded, reinforced 5⅝-in. rubber horseshoes, 2 enameled steel plates 11⅝ in. sq., removable pegs. Rules.
49 N 174—Shpg. wt. 2 lbs. 10 oz **$1.10**

C Reversible Dart Game. Red, white and blue bull's eye. Baseball game on back. ⅜-in. composition board, 17½-in. square. Steel point darts. (Not for small children.)
49 N 105—Shpg. wt. 2 lbs. 12 oz.. .85c

D Safety Dart Game. No steel po to injure children. Three feathe rubber-tipped safety darts stick to 2 targets. One 4-color target to h up; one cork-style target on box 14½x11⅜-in. box.
49 N 117—Shpg. wt. 12 oz. .

E Toy Fishing Set; for indoor or door fun. Children have a wond ful time fishing in the bath-tub fo colorful plastic fish, which hang f corks in the water. Set includes a in. rod, reel, line, sinkers, floa safety hooks and water-resistant ca ing case, 24-in. long. Instruction
49 N 102—Shpg wt. 1 lb. 4 oz.$1

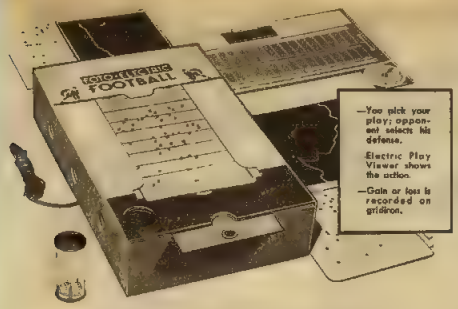
We're good at Puzzles too!

F Set of 4 Wild West Pictures. Deluxe 14x22-in. cardboard puzzles with 4 gorgeous scenes. About 300 pieces each. Makes a grand gift. "On The Trail." Indians pursuing as stage coach fords stream. "Custer's Last Stand." Battle scene. "Going Home." 5 mounted cow hands racing home on spirited horses. "Roping a Bear." Wilderness battle. Wild animal vs. hunters.
49 N 3898—Shpg. wt. 4 lbs. Set **98c**

G Set of 3 Walt Disney Puz Brilliant colors . . . lots of ac in these big 22x14-in. puzzles show children's favorite Disney charac **Snow White and the 7 Dwarfs, Three Little Pigs** and **Mickey Mo** About 300 cardboard pieces in e
49 N 3889—Shpg. wt 3 lbs. Set

H Grand prize 1000-piece Puzzle. Measures about 28x22-in. Stirring scene the whole family will enjoy assembling. Beautifully printed on heavy cardboard. Box shows completed picture as guide.
49 N 3896—Shpg. wt. 2 lbs. . . **79c**

I Deluxe two-sided Map Pu Two puzzles in one—a map o U.S. on one side, a map of the w on the other. Made of 20x14-in. able tekwood (3 ply fiberboard wood center). Colorfully lithograp Instructive and entertaining—an cellent way for children to l geography as they play.
49 N 3919—Shpg. wt. 1 lb. 8 oz.$


ELECTRONIC FOOTBALL
—You pick your play; opponent selects his defense.
Electric Play Viewer shows the action.
—Gain or loss is recorded on gridiron.

Spectacular Foto-Electric Football Game

The only football game where you can actually follow the path of the ball-carrier as he smashes through center, dodges around end, or passes for a touchdown. Over 1000 play combinations, based on actual records. 2 players. 19x12x4-inches. Play Viewer for 110-120 volt AC or DC, heavy cardboard gridiron, dice, shaker, play sheets, and complete instructions. Uses standard light bulb. (Bulb included.) **$5.49**

49 N 201—Shipping weight 6 pounds 6 ounces.....$5.49

Exciting authentic Games for the sports fan

A Bas-Ket. Thrilling basketball in miniature, action every minute. Each player operates mechanically controlled steel levers which shoot ball from any position on court. Same rules and scoring as real basketball. 1–8 players. Fiber-board playing field, scoreboards, ball. 12x20 in. box.

49 N 202—Shipping weight 4 pounds.....$3.39

B All-Star Baseball. Manage your own team! Select your batting order from 40 stars of today (DiMagno, Ferrse, etc.) and 20 all-time greats (Babe Ruth, Lou Gehrig, etc.). Based on official batting records, players' discs give each batter exactly the same number and type of hits he's made in big league play. 60 players, regulation diamond, in 22x13¾-in. box.

49 N 210—Shipping weight 2 pounds 8 ounces.....$2.24

C American Derby. Exciting as a real horse race! Endorsed by famous Washington Park Jockey Club. Skilful jockeying moves horses to the rail, blocks off opponents, forces competing horses to the outside. 2–6 players. Realistic race track, 6 horses, dice and spinner in 20x10-in. box.

49 N 236—Shipping weight 2 pounds 4 ounces.....$2.24

New "Quiz Kids" Electric Quizzer—120 questions, answe

Authentic quiz kids questions! Grand fun. Simple to operate—put one metal-tipped cord under a question, other cord under answer. Signal buzzes if answer is correct. Shock-proof electric operation—cannot work u answered correctly. 120 questions, answers on 5 cards, 10x7¾-in. Battery **$1**

49 N 109 Box 12¼x9¼-in. Shipping weight 2 lbs . . . . . $

49 N 177—5 extra sheets. 120 questions, answers. Shpg. wt. 2 oz.....

Burrowes Pool Tables . . back again after 5 years!

Yes—new, streamlined pool tables are back again to provide fun for the whole family. "Roll-away" rack returns balls to end tray. Fast accurate cushions and beds. Sturdy double-braced legs afford professional table rigidity. Folds easily. 15 numbered balls, Ivory color fini white cue ball, wood rack, chalk, 2 cues, counting frame, book "How to Pool." **79 NM 427** has green flocked surface, other two have green cloth co ing. **79 NM 430** has light maple finish *Shipped freight, express.* **$11.** 40-lb.

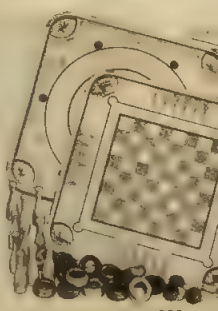
Cat. no.	Length	Width	Height	Diam. balls	Cue lengths	Shpg. wt	P
79 NM 427	60-in.	22½-in.	27-in.	1⅝-in.	30-in.	12 lbs.	$
79 NM 429	50-in.	27½-in.	29-in.	1¼-in.	36-in.	28 lbs.	
79 NM 430	62-in.	33 -in.	30-in.	1¾ in.	42- n.	52 lbs	

Popular 85-Game Reversible Carrom Board

What a wonderful gift! On this one board, you can play party games, children's games and games for the entire family. Such grand old favorites as Carroms, Checkers, Backgammon, Crokinole and many other playtime classics—85 games in all. Made of handsome, 3-ply veneer board, 28½ inches square. Finished with playing field on both sides. Green net pockets. Set includes 29 carrom rings, 15 discs, 10 tenpins, 3 tops, score tab, 2 dice, box, 18 flies, book of rules. **$6.50**

79 N 0481 *78-piece set,* with board. Shpg. wt. 10 lbs **$6.50**

49 N 480—**Extra Carrom Rings.** Set of 29. Shpg wt. 8oz 45c



For Easy Terms see page 256

NEW OWNER, NEW DESIGNER AND COMPLETELY NEW CLOTH DOLL LINE FOR FRANCES OF HOLLYWOOD

Frances of Hollywood, under the management of its new owner, Ravella DeMarr, has started the manufacture of an entirely new type of doll than was previously sold under that label. They now offer quality cloth dolls ranging from a gay Flopsy the Clown to an artistically designed Ballerina, suitable as a collector's item.

This new doll line made its "trial run" at the California Toy Show in Los Angeles recently and, according to Mrs. Demarr, the fine reception it received was most encouraging as well as informative. As a new line meeting the buyers for the first time, Mrs. DeMarr said it was soon apparent that her timely Bobby-Soxer doll was the sensation with the lovable Flopsy the Clown and the snuggly Bunny doll also receiving much attention.

She gave much of the credit for this success to her designer, Adair, who is recognized for her outstanding ability in the field of costume designing. With such a talented designer,

Mrs. DeMarr feels sure that Frances of Hollywood will have no difficulty in keeping refreshingly original numbers before the buyers in the doll market.

New Noma Plant

Three Noma Electric Corp. officials arrived in St. Joseph, Mo., in February to supervise preparations to open the company's new factory, in which production was scheduled to start March 1.

Pictured here is Carolyn Stebelton, receptionist in the main lobby of the Pharis Tire & Rubber Company, with the newest Pharis bicycle tire model, the Lightning Standard

NEW BICYCLE TIRE

The sidewall tread idea, first introduced by Pharis in the Lightning motorbike tire, has proven so popular that it has been incorporated into the new Lightning Standard bicycle tire, W. Hynes Pitner, vice president in charge of sales of the Pharis Tire and Rubber Company, Newark, Ohio, has announced.

This is the first post-war bicycle tire line to be announced by Pharis, all previous models having been continuations of the popular pre-war Pharis tread and construction designs.

In a letter to jobbers Pharis announced these new tires will retail at $5.20 a pair. They are available in 26", 24" and 20" sizes.

GRANTS, SYRACUSE, TO FEATURE RECREATION MERCHANDISE

New Store Opening Set for June

When W. T. Grant Company's newest store opens on South Salina Street in Syracuse, New York, in June, it will mark the completion of the first step in the company's post-war construction program.

Twice as large as the present largest Grant store, and modern in every respect—from its sweeping curved windows to its scientifically planned lighting, the store will be air-conditioned throughout. Two acres of sales space plus two miles of counters on the four selling floors will enable the store to carry the most complete assortments in every line.

Typical of the scale of merchandise presentation will be the department devoted to all the most popular types of recreation merchandise. Outstanding lines will be carried in every type of merchandise. For example, both fresh water and deep sea fishing tackle will be carried, and among the well known names are Ocean City, Shakespeare, Harrocks-Ibbotson, and Montague rods and reels.

The sporting goods will include croquet sets, archery sets, equipment for baseball, badminton, golf, tennis, and horse shoe pitching. Featured will be such famous names as Ben Pearson bows and arrows, Wright & Ditson golf clubs and tennis needs.

Among the stars of the wheel goods will be Huffman bicycles and Lobdell-Emery saddles.

Interlocking Bricks

Midland Industries, Inc., Independence, Kas., showed a very interesting display fixture at the Toy Fair in New York. Tom Burlingame, sales manager of the firm, said that "reports from stores throughout the country indicate inventories of playthings at an all-time low, and production plans point to a substantial increase in 1947 due to the increased demand accelerated by the record birth rate of the past six years."

SPEED LINER
Fishing Boats and Runabouts
Your DREAM BOAT!
The boat you've dreamed of owning . . . a SPEED LINER. And you have seven super models from which to choose . . . for fishing, fun and family pleasure. Precision-built, streamlined design . . . for attractive appearance, durability, maneuverability and seaworthiness.
Place your order with your dealer now to be assured of delivery in 1947. If no dealer near you, write us
GENERAL MARINE COMPANY
ST. JOSEPH 25, MISSOURI

If she's FULLY EQUIPPED with
BUFFALO better-built FIRE EXTINGUISHERS
there's ADDED SAFETY on every trip
● But "fully equipped" means adequate protection at every vulnerable location. Don't chance a small blaze becoming big during those crucial moments it takes to bring an extinguisher from cabin to galley or engine compartment. Be prepared to fight any fire instantly.
Check over your extinguisher equipment. Then to make sure of dependable protection, talk to your "Buffalo" representative. He probably is listed in the yellow section of your telephone directory.
BUFFALO FIRE APPLIANCE CORPORATION
DAYTON 1, OHIO
ESTABLISHED 1895

HALLETT

HALLETT Diesel Engines are presently being manufactured in one- and two-cylinder units, in both stationary and marine types, adapted to all propulsion, auxiliary and standby service within their horsepower range. They provide many important advantages especially desirable in marine service, such as the elimination of fire hazards; no carburetion; no ignition; with assured safety, efficiency, economy and dependability over long periods of time in the hardest service

Of these engines, the single cylinder develops 8 h.p. while the two-cylinder engine produces 18 h.p. Both have 3¾-inch by 4¼-inch bore and stroke and are capable of turning up to 1800 revolutions. Electric starting at 12 volts is supplied to the engines and reverse is obtained by means of a gear in the usual way.

MACK

CONTINUOUS, sustained power with minimum attention and operating cost are the results which owners of work boats experience wherever Mack Mariner engines have been installed. Dependable and thrifty of fuel, Model 605D, Type W furnishes the kind of power that men who live by the sea require.

Higher sustained engine speeds, made possible by years of development and refinement, mean less bulk, less weight and lower initial as well as maintenance cost than heretofore available, while the higher quality of design, materials and precision in manufacture produce long life and endurance.

High specific output and smooth shockless operation are produced by the Lanova type combustion system, operating on the four-stroke cycle, with the Bosch multiple-unit injection and governor system while triple filtration of fuel oil, filtered lube oil and an effective crankcase ventilation system add to reliability.

Rigid one-piece construction of all six cylinders and the deep crankcase, with long connecting rods, light but stiff, a fully-counterbalanced crankshaft with big journals and electrically case hardened wearing surfaces, glass-hard dry cylinder liners and long aluminum-alloy pistons insure maintained alignment and low inertia loading. Case-hardened, drop forged steel timing gears, Stellite-faced exhaust valve seat inserts, composite exhaust valves with austenitic heads, invar-metal pushrods and all-gear-driven accessories and auxiliaries throughout mean permanent efficiency and long lived dependability

Self-contained, the fresh water cooling system is thermostatically controlled, serving the jackets and the water-jacketed lower crankcase, sea water serving for the heat-exchanger, the exhaust manifold and for the clutch and reverse gear

Of adequate size, the flywheel is mounted just ahead of the clutch and reverse gear, where it can best protect the crankshaft from propeller shock. A wide choice of reduction gear ratios is available, as well as option of right or left-hand rotation. Mountings at four points are of the hinged type, whereby it may be tilted over for access to the lower crankcase.

Gene Tierney—20th Century-Fox

AAA Diamonds at lowered prices fully in step with the current market

Eleven rings illustrated in Yellow Gold on opposite page are now available in 14K WHITE GOLD at the same prices.

The White Gold rings are listed below . . . simply order by the White Gold number.

Yellow Gold Number for Identification	Order White Gold by This Number	Retail Price Plus Tax
12204 M2050	12301 M2050	$ 30.75
12205 M3375	12302 M3375	50.00
12206 M3950	12304 M3950	60.00
12207 M4250	12305 M4250	63.75
12214 M7025	12306 M7025	105.50
12215 M7030	12307 M7030	105.50
12216 M7425	12308 M7425	111.50
12217 M9450	12309 M9450	142.00
12218 M9450	12310 M9450	141.50

All diamonds are AAA quality. Unless otherwise stated, all rings are 14K yellow gold with 14K white gold settings.
Prices shown are retail . . . federal tax of 20% extra.
Be sure to state ring size desired. For quick way to tell correct size, see index under Ring Sizes.

THE WORLDS OUTSTANDING SMALL BOAT

GIBBS *Sea Skiff*

It's even bigger than it looks

ENGINEERED BY men who have built all classes of vessels, the GIBBS Sea Skiff is the result of years of research. It embodies the desirable characteristics that you have previously found only in much larger boats — exceptional seaworthiness, speed, smooth operation and roominess — making it THE outstanding small boat.

12' and 16' models. Real economy of operation. Write today for full details to

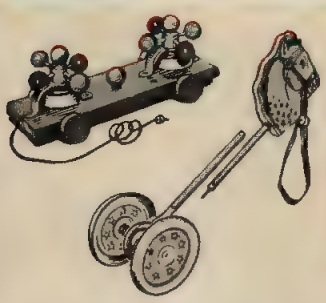
GIBBS *Corporation*

GIBBS BUILDS BEST

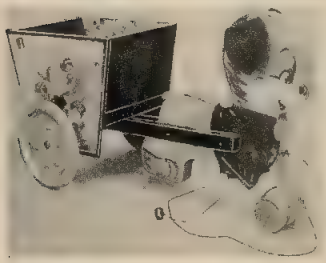
SEA SKIFF DIVISION

4 FLAGLER STREET, JACKSONVILLE 7, FLORIDA

toys that RING

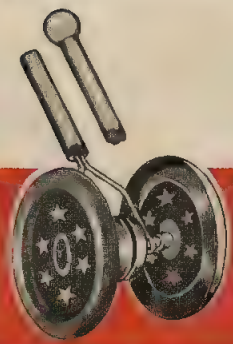


GONG BELL



Toys that have been favored in leading stores for many years . . . because of the distinctive feature of RINGING BELLS.

81 YEARS
building good will and profit for the Toy Departments of America



the GONG BELL Manufacturing Co.
200 Fifth Avenue New York 10, N. Y.

EXCLUSIVE ITEMS

EVERY YOUNGSTER DEMANDS

GENE AUTRY
LONE RIDER
TEXAS STAR RANGER

GUNS

HOLSTER SETS

COWBOY SUITS

M. A. HENRY CO., INC.
1107 BROADWAY NEW YORK 10

Plastic XMAS TREE ORNAMENTS — *A Complete Line of* DOLLS

THE LESLIE-HENRY CO., INC.

No. 852 BELL TOY

Rich-Toys

DOLL HOUSES
PULL TOYS

Greatest line of Doll Houses ever produced; New Model Pull Toys, Gym Sets and other quick selling numbers.

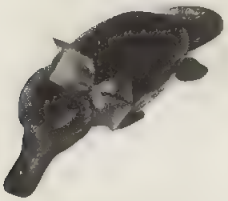
RICH INDUSTRIES
CLINTON • IOWA
NEW YORK SALESROOM: ROOM 452, FIFTH AVENUE BUILDING

TURNER
QUALITY STEEL TOYS

DOLL WALKERS
DUMP TRUCKS
FIRE ENGINES
WHEELBARROWS

THE JOHN C. TURNER CORP.
Home Office and Factory: WAPAKONETA, OHIO
New York Sales Office: 1107 BROADWAY

the **GONG BELL**
Manufacturing Co.
200 Fifth Avenue New York 10, N. Y.
Walter H. Rhone Fannie Gertler
Export Sales Agent: GUTTERMAN CO., 35 South William Street, New York City



'Penelope" the Platypus

KNICKERBOCKER'S NEW "PENELOPE" THE PLATYPUS

Knickerbocker Toy Company, Inc., have just brought out "Penelope" The Platypus, a cuddly toy that looks for all the world just like its famous silken furred counterpart that is receiving such widespread publicity in the press and on the air. The design of this latest Knickerbocker creation follows in minutest detail the exact proportions and contour of nature's strangest mammal. In producing this faithful portrayal, the designers have not sacrificed in the slightest degree that soft and yielding quality so essential in a soft toy and for which the Knickerbocker line has long been noted. Meticulously fabricated of plush and wool felt, it is a quality item in every respect. A recent window display by I. A. O. Schwarz in New York City featuring this toy demonstrated conclusively that young America is decidedly Platypus conscious. As Arthur Gerling smilingly expressed it: "The only difference between a live Platypus and our toy version is that the real variety lays the eggs while 'Penelope' brings home the bacon." He further added that a patent was pending. Made in two sizes—this new toy retails at $3.00 and $5.00 respectively. This firm is also offering their well known "Sleepy Head" dolls and monkeys, novelties and a complete line of Cuddly animals.

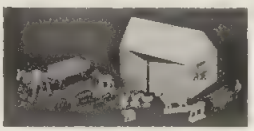
MURRAY GILBERT ASSOCIATES ANNOUNCE NEW LINES AND ITEMS

Murray Gilbert Associates, manufacturers representatives at 1186 Broadway, announce their appointment as Eastern Sales Representatives for Craftsmen's Guild of Hollywood, California. Craftsmen's Guild are the manufacturers of the 'Mickey Mouse' film viewers and the Walt Disney line of packaged, colored strip film. These items are taken from the well-known feature pictures produced by Walt Disney. They are in full color and both short subjects and feature films are available. The complete line ranges from 25¢ retailers to $4.95. From individual strip film to beautiful packaged gift "Treasure Chests."

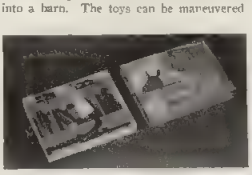
In addition to this new line at the Murray Gilbert showroom is the new 1947 Kalon Radio Corporation line. Outstanding in the line are the new model "Spin-A-Way" toy washing machine; the metal, mechanical "Pot-Luck"; the metal, mechanical "Bingo" game and the "Tiny Dyne" child's and adult radio. The manufacturers believe this radio is the smallest complete radio ever produced with full size qualities, and is priced to be a profitable and volume seller in the toy department. Murray Gilbert and Ed Pollack, the partners of this firm, together with Charlie Kahn, Ralph Maizel and Etta Sanger, cordially welcome the trade at their newly decorated showroom in the Breslin Toy Mart.

NEWEST OF ARCOR TOYS

A colorful and "playfull" set of farm toys has been added to the Auburn Rubber Corporation's growing line of packaged toys. Popularly priced, the new No. 511 Arcor Farm Set includes the box which easily converts into a realistic looking barn, and fifteen rubber toys, all in color. These toys include two horses with harnesses and a wagon 10" long; a tractor, 4⅛" long; a cow 3½" long; a calf 2⅜" long; a colt, 2⅜" long; two pigs, 2⅛" long; two piglets, 1⅜" long, a dog, 1" long; a rooster, 1½" long; and two chickens, 1½" long. Made in gay and attractive colors, they look like the "real thing." It takes only a moment to convert the box into a barn. The toys can be maneuvered



Auburn Rubber Adds New Farm Set



The Auburn Rubber Tool Kit

to any position the child desires. These toys, like all Arcor rubber toys, are safe, silent, scratchproof, and sanitary. Twelve boxed Farm Sets are packed to a 25 lb. shipping carton. The attractive sets may be easily set up for counter display for year-around sales appeal. The Auburn Rubber Corporation is one of the largest manufacturers of molded rubber toys in America, with plants located at Auburn, Indiana and Connellsville, Pennsylvania. The Farm Kit is only one of the many items in Auburn's extensive line of molded rubber toys.

NEW SALES MANAGER AT EDCO

Appointment of Louis Shainberg as new Sales Manager of the Engineering Development Company, Del Mar, California, is announced by David S. Hulman, Vice-President of the organization. Mr. Shainberg is currently making a swing around the country visiting Edco jobbers, and helping them launch their promotions on Edco's new "Sky Devil" Competition Engine, recently introduced on the market.

SOUTHWESTERN REPRESENTATIVES APPOINTED BY KALON

The J. V. Folsom Company, manufacturers' representatives, located at 301 North Market Street, Dallas 2, Texas, have been appointed exclusive representatives for the Kalon Radio Corporation of Brooklyn, New York. They will represent this well-known line in the four southwestern states of Texas, Oklahoma, Arkansas and Louisiana. They invite all buyers to view this newly acquired line in their Dallas showroom.

PENNY BALLOONS

Bayshore Industries, Inc., Elkton, Md., announce that they are in a position to deliver balloons to sell at a penny apiece. They state, however, that orders will be shipped according to the date received. In addition to the rubber balloons this concern manufacturers rubber novelties, playballs, squeeze toys, floating toys, vinyl toys and advertising specialties.

ROTHFIELD WITH INDIAN ARCHERY

Leonard E. Rothfield, who is well-known throughout the length and breadth of the toy industry, is now representing the Indian Archery & Toy Corporation of Evansville, Indiana, in the New England States, the Eastern States, and the states of West Virginia and Virginia. He will make his headquarters at 130-07 225th Street, Laurelton 13, Long Island, N. Y. He succeeds the late Louis J. Friedel who died very suddenly on March 17th of this year.

Right: Fifty Yards of Thrill Packed Racing at the Pharis Cyclecade Are Pictured Here as Five Year Old Boys and Girls Compete for Merchandise Prizes in Downtown Newark, Ohio

GAMES

Ice Hockey

Size 11¼x25¼x3½ inches, including 2 extending knobs. Construction: Base: pasted chipboard, finished in four colors, highly varnished, frame and legs steel. Accessories: 2 hockey players, 2 steel balls.

Weight per shipping carton, 20 lbs.
½ dozen in shipping carton or open stock.

4S200—Per dozen **$41.40**

Suggested retail price $2.59 each.

RIDE-M-COWBOY BAGATELLE GAME

A colorful, attractive game with a real thrill. Bucking Broncos and Cowboys corralling their steer make a vivd design. Size 11x21x⅞ inches. Construction: Base Masonite. Frame Steel. Reverse side chipboard. Parts on game, bright cold rolled steel; tinned wires, nickeled pins. Finish: Base four colors. Frame Black japanned. Accessories: Four black and one white marble, one wooden peg.

Weight, per shipping carton 33 lbs.
Individually packaged.
1 dozen in shipping carton.

4S129—Per dozen **$26.30**

Suggested retail price $1.75 each.

TRIK-E-SHOT

Smartly new and exclusively beautiful in its strikingly designed four colors—yellow, red, blue and green. This fine ultra-modern bagatelle has set a standard in pin game values. The Trik-E-Shot has multiple spring shooters which afford the player a continuation or succession of shots in order to obtain the highest score. Size 13½x24x1⅛ inches. Construction: Base—Masonite; frame, steel; reverse side, chipboard. Playing parts—All obstacles are nickeled. Accessories: nine colored and one white marble; two wooden pegs.

Weight per shipping carton, 23 lbs.
Individually boxed.
½ dozen in shipping carton.

4SG132—Per doz. **$52.00**

Suggested retail price $3.29 each.

PEGITY GAME

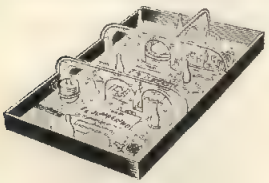
A game for two, three or four players. Set contains wooden pegs in four colors, 26 of each color. Playing board is natural tint so as to be restful to the eyes. Can also be used by children to make various colored designs. Packed in brightly colored box.

Weight per package 3 pounds.
¼ dozen to a package.

P88A—Per dozen . **$24.00**

Suggested retail price $1.50 each.

EL JUMPERINO GAME



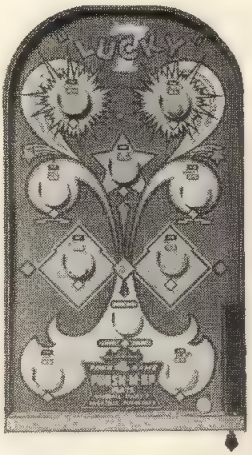
El Jumperino is an exciting game that provides plenty of sustained action and fast play. A whirling top dashes through the archways from room to room, upsetting pins in its path, thus registering the score. Furnished with a glass base which adds to the smooth and fast action of the spinning top, and also enriches the appearance of the game. Size 15¾x-12x20 inches.

Weight per shpiping carton, 27 lbs.
Individually boxed.
¼ dozen in shipping carton or open stock.

4SG607—Per doz... **$36.00**

Suggested retail price $2.29 each.

LUCKY SEVEN BAGATELLE



Clearly marked to play four games: Baseball, Put-N-Take Bagatelle and Luck-Seven. Special processed panel with full color design; metal frame metal shooter box, cups and pins. 10x8 inches. Individually packed complete with seven marbles and full instructions.

Weight per shipper. 45 pounds.

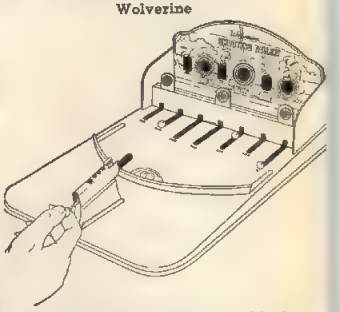
24 per shipper.

4B401-7L—Doz..... **$17.80**

Suggested retail price $1.19 each.

SHOOTING GALLERY

Wolverine



A new type shooting game with six steel marbles. The balls are loaded into swivel air defense steel gun which automatically discharges one shot at a time. Size of game 17½x-11¼ inches. Overall height 4¾ inches.

Weight per shipping carton, 32 lbs.
Individually boxed.
1 dozen in shipping carton.

W151 Per doz. ... **$26.30**

Suggested retail price $1.75 each.

BIG SHOT BAGETELLE

The brightly colored board measures 12x24 inches. Contains 10 marbles and a list of instructions. Easy to understand. Fun to play.

Weight per shipping carton, 41½ lbs.
1 dozen in shipping carton.

4S130—Per doz..... **$34.90**

Suggested retail price $2.19 each.

GREBE

The Finest—FOR THE FORTUNATE FEW

Isn't she a beauty—this brilliant new 65' GREBE? Note her sheer, her graceful lines, the way she moves in the water, the powerful bow! A truly modern cruising yacht. Luxurious! Smooth running! Staunch, steady, reasonably fast. Diesel powered. Spacious decks—spacious lounge—3 double staterooms—all conveniences, appliances and appointments. May we tell you more about her and other GREBE custom-built cruisers?

HENRY C. GREBE & CO., INC., • 3230 N. WASHTENAW AVE., • CHICAGO 18, ILLINOIS

the city in their beachwagon. Paducah, home of the second largest locomotive repair shops in America, is a thriving little city. We saw the statue of the Chickasaw Indian Chief Paduke for whom Paducah was named by General William Clark of the Lewis and Clark expedition. We were also shown the high water mark of the 1937 flood, 32 blocks back from the river. The city is noted as the birthplace of Irvin S. Cobb, the humorist.

At Paducah the Tennessee River pilots, Captains Paul H. Underwood and Harris D. Underwood, came aboard. Two pilots are required on the Tennessee River and two on the Ohio. The Ohio River pilots were Captains Jesse P. Hughes and Wilsie Miller. Captain Hughes had been the "cub" for Captain Mary when she first commanded steamboats. The great steering wheels then in use were more than a woman could manage so Captain Mary had to hire a boy to help push up or pull down on the wheel at her direction. Captain Hughes learned the river under Captain Mary's tutelage and he has been with the Greene Line ever since. A gentle, soft-spoken, kindly man, he is a writer and a painter, and a lover of good music.

Each pilot knows the river like a book, as Captain Miller explained, a book that he has read again and again until he is perfectly familiar with what is on each page before he turns it. It is absolutely essential that he should know the river thoroughly for it is largely unbuoyed and too winding to make compass courses practicable.

AT 10:30 that evening the steamboat lifted her stage and sped up the Tennessee River to meet the moon. As though by magic the ship discovered an opening in the black shades of the river bank into which she slipped. The moon, entering into the game of hide-and-seek, disappeared behind the wooded bank on the opposite shore. Then another bend in the river brought the ship and the moon together again.

The ship hurried along with a flying wedge of white foam rushing away from her bow. Close aboard on either side loomed dark, silent, primitive forests. The channel lights gleamed out of the blackness, showing a double flash to starboard, single to port. Then in the distance ahead the lights of Kentucky dam twinkled like a diamond bracelet across the arm of the river. Gradually the lights of the power house and the signal lights at the lock entrance disengaged themselves and showed an opening for the ship.

The lock chamber, which was 600 feet long, 110 feet wide with a 60-foot rise, one of the highest single lift locks in the world, dwarfed, engulfed, and overwhelmed the Gordon Greene. Protesting against the ignominy of her imprisonment the ship let loose from the cylinder cocks beneath the guards hissing jets of white steam which resounded against the chamber walls, then she gave a long resigned sigh. Sodium vapor lights high above her added to the eeriness of the scene, lending a greenish, ghostly tinge to the faces of the passengers who had gathered on deck.

The steamer was uneasy. As the water level rose she tugged at the lines holding her fast to the floating mooring pins which slid up narrow apertures in the lock wall. Higher and higher she was lifted, gradually but steadily, until at last she was up on a level where she could assume her rightful dominance over the river once more.

Now she pulled violently at the mooring lines, anxious to be free. The mammoth lock gates slowly opened. The lines were let go and the steamer followed close by the floating guide wall out into Kentucky Lake. One of the largest man-made lakes in the United States, Kentucky Lake is 184 miles in length and from one to 20 miles in width where the river has backed up into the valleys.

Moonlight danced on the wind-ruffled water and there was a noisy swish of spray at the bow. The twinkling lights receded astern.

(To be continued)

COLUMBIAN CATALOG

ONE of the finest catalogs of bronze propellers and marine accessories ever issued has recently been released by the Columbian Bronze Corporation, Freeport, L. I., N. Y. The new book is crammed with 76 pages of valuable illustrated information on such important boat accessories as propellers, hydraulic steering gears and clutch controls, gear and chain-type steering units, mechanical controls in great variety, rudders, bearings, stuffing boxes and other underwater equipment, shaft logs, water pumps and strainers, fresh-water cooling equipment, mufflers, yacht closets and a host of other items. Of particular interest and value is a new technical section giving data on blade contours, theory of propeller action, propeller layout, sources of vibration, etc.

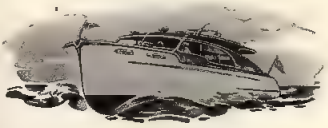
THEN!

Boat owners were enthusiastic about a new gasoline!

Before 1936, cruising was not always a carefree pleasure. Many a boat owner suddenly found that the gasoline he was using had caused his fuel lines to become clogged . . . or that troublesome gum had formed in vital engine parts.

It was in this year that *Gulf introduced its famous non-gumforming gasoline*—Gulf Marine White. *It was the first truly marine gasoline.* Enthusiastic boat owners by the thousands began using Gulf—and have been ever since!

NOW!



Gulf further improves its Marine White Gasoline!

Now, improved Gulf Marine White exceeds the high standards set by leading manufacturers for new, high-compression marine engines now in production!

This great gasoline assures quick starting, steady power whether your boat has been afloat one month or for years.

Like its predecessor, *improved* Gulf Marine White will not contribute to sticking or burning valves . . . will not cause sludge or varnish to form—even under very severe marine operating conditions!

Gulf Marine White is made by a special Gulf process from straight-run stocks.

Gulf will not form gum even when stored in copper tanks for long periods

Yet, one of the surprising facts about this superior gasoline is that *Gulf costs you not one penny more than other marine gasolines.*

So, from now on, why not use Gulf Marine White in your engine—*exclusively!!*

Have you sent for this FREE 128 page guide book?

"Harbors of the South" is a new Gulf book now available to you absolutely *free!* It contains authentic data on harbor facilities, harbor charts, anchorage reports from Norfolk, Va., to Port Isabel, Tex., ALSO, New Marine Info-Maps! Write to: Gulf Oil Corporation, Room 3800, Gulf Bldg., Pittsburgh, Pa.

GULF

MARINE WHITE

GASOLINE

Available from Maine to Texas

Hackercraft for 1947

Hacker 42' Stock Cruiser

CRUISERS • RUNABOUTS • UTILITIES

We will have ready for delivery in April or May 19, 22- and 24-foot stock runabouts and utilities with power range from 60 to 225 H.P. Our standard Fisherman's Sport Cruiser 27' x 9' will also be available for spring delivery. Prices on all models to be announced when deliveries commence. *Further information upon request.*

HACKER BOAT COMPANY, MOUNT CLEMENS, MICHIGAN

Transmitter and Receiver Model TCS

Up To Highest Navy Standards . . . Down To Lowest Prices

20 Watt Transmitter

■

7 Tube Superheterodyne Receiver

Less Than 2% Distortion

Installed complete with whip antenna and eight crystals, less ground plate, anywhere on the Atlantic or Gulf Coasts.

Total Price $337.50

Original Cost $1450.00

SUPERIOR RADIO CO. 123 BASCLAY ST. NEW YORK, N. Y.

A Worthy Addition to Yachting Tradition

Gives power performance with easy hand operation. All bronze construction. No gears—no gaskets. Swivel Spout — Chrome finish. Lifts 12 feet 2 gals. per minute.

A Galley Pump that will give years of dependable trouble-free service

THE ★ FIVE STAR ★ LIGHTING ★ ACTION ★ HAND PUMP ★

STANDARD MACHINE WORKS
76 N. De Lacey Street
Pasadena 3, California

ISOLATE VIBRATION

use **MORFLEX** *Radial* **COUPLINGS**

ON PROPELLER SHAFTS

Without loss of power the rubber trunnion biscuits in Morflex Radial Couplings isolate vibration. Small misalignments are compensated and bearing wear reduced. No lubrication needed; no protection from dirt, water.

MORSE CHAIN CO. • Detroit 8, Mich. • Ithaca, N.Y.

A Borg-Warner Industry

MORSE MARINE PRODUCTS

BIG-BANG SAFETY GAS GUNS

Available Again

SAFETY CELEBRATORS

Realistic
No Gunpowder
No Matches

BIG-BANG TANK

10½" long. Olive drab finish. Black plastic wheels.

Boost Christmas Sales of

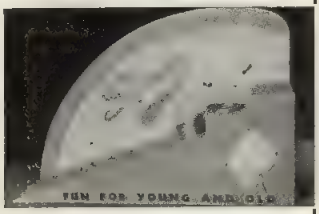
SOLDIER SETS and SAILOR SETS

By Displaying Them with BIG-BANG

You will have a QUICK-TURN-OVER on BIG-BANG because this merchandise has not been available in worth-while quantities since 1941. During these six years, many boys have become of BIG-BANG age and further, our advertisements now appearing the leading boys' magazines make it known that BIG-BANG Guns are available again.

THE CONESTOGA COMPANY BETHLEHEM, PENNA.

Your Profits Grow with *Slinky*®



Christmas orders for SLINKY are pouring in from all over the country—so get your order in now to assure early delivery. And while they last the famous full color SLINKY counter display (shown above) designed to boost your sales, is free with every order for 12 dozen or more. Don't delay—assure yourself of quick turnover and increased profits—order Slinky today for immediate delivery. $1.00 retail, standard discounts. And remember the supply of sales speeding display ramps is limited. Send in for at least that 12 dozen order now.

®Trade mark registered. U. S. Pat. #2,415,812

Tops in Toys

JAMES INDUSTRIES, INC.
4921 Portice St., Phila. 44, Pa.

TWO GREAT TRADE MARKS

mean quality merchandise at lowest possible price.

Wyandotte Toys ARE GOOD AND SAFE

ALL METAL PRODUCTS CO.
Factories:
WYANDOTTE, MICH.

HAFNER TRAINS

HAFNER MANUFACTURING COMPANY

FACTORIES: 1010 NORTH KOLMAR AVENUE, CHICAGO, ILL.

Heavy Gauge Steel Toys
Lithographed Games
Repeater Pistols
Water Pistols
Holster Sets

Mechanical Trains
Metal Cap Pistols
Mechanical Toys
Musical Toys

Double Barrel Pop Gun
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Target Games
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ALL METAL PRODUCTS CO.

General Office: WYANDOTTE, MICH.

NEW YORK OFFICE & DISPLAY:
Suite 426-428—200 Fifth Ave. Phone GRamercy 5-1879

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62 William Street, New York. Phone WHitehall 4-9688

Auto Cribs and Swivel Baby Seats

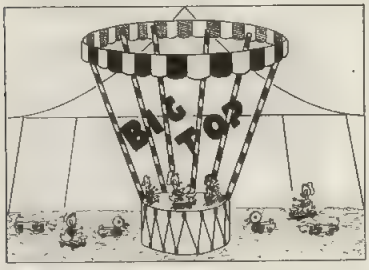
FROM RAW MATERIAL TO FINISHED PRODUCT

AUTO CRIB WITH CALIFORNIA HOOD
Durable steel frame throughout. Heavy water repellent material. Can be used in home or in car.

AUTO BABY SEAT
Folds flat. Finished with wood arm rests. Swivel braces covered with attractive rubber for protection of upholstery.

BABY AUTO SEAT
Sturdy, durable construction and quality material throughout. Colored beads in front to keep baby amused. Beads are Pure Food Colors.

DENNIS MITCHELL *Industries*
4424 PAUL STREET, PHILADELPHIA 24, PENNA.



Left. One of the several window suggestions offered by Fisher-Price

Right: Mountie cap pistol by Kilgore

SUGGESTION FOR WINDOW DISPLAY

Here's one of the several window display suggestions included in the brochure which full describes the coming National Fisher-Price Toy Promotion Contest. Interest in this contest is evidenced by the large number of early entries. Though the starting date is still a few weeks off, the sponsor reports that several hundred entry blanks already have been received. As explained elsewhere in this publication there are 18 cash prizes totaling over One Thousand Dollars. Three groups—toy buyers, advertising managers and display managers—each compete independently of each other. There also are separate divisions for stores located in large and small cities. Toy buyers and store advertising and display managers are invited to write for a copy of the Contest Brochure to Fisher-Price Toys, Inc., East Aurora, Erie County, N. Y.

SCOTT APPOINTED AT OAKES & CO.

Oakes & Company, marketing and merchandising, 650 South Clark St., Chicago, announce the appointment of Mr. Walter Scott as manager of Housewares and Cutlery. For the past seven years Mr. Scott has been associated with Hibbard, Spencer and Bartlett in the merchandising and buying of cutlery, wheel goods and kindred lines.

"MOUNTIE" CAP PISTOL

The Kilgore Mfg. Company of Westerville, Ohio, has announced the introduction of their new "Mountie" Cap Pistol. The name itself should appeal to every boy because from early childhood American youth has been reading and hearing about the wonderful Mounties of Canada and the fact that they always get their man. The new pistol is a 50-shot repeater and uses the Kilgore perforated roll caps. Die-cast housing permits fine detail and simulated engraving. The white plastic grips contrast sharply with the black gun-metal finish. Construction of the grips is patented, making them secure without using a bolt and nut. Each Mountie carton carries instructions to return the gun to Kilgore in case of defects or need of service. Detailed mailing instructions are given. In this way the responsibility for service needs of all kinds is removed from the dealer. The Kilgore cap pistol line now totals seven models.

Dramatically showing how Baby Sparkle Plenty's long, golden tresses may be adapted to any hairdo was this counter display used by Jordan Marsh, Boston, in connection with the doll's recent debut there. Reporting on the effectiveness of the display, Robert G. Hoye, Toy Department Merchandise Manager, says: "Most of our customers and their children seemed quite pleased with these modern hair styles which have given the doll a new personality." Baby Sparkle Plenty is manufactured by the Ideal Novelty and Toy Co. of New York.

With twin HALL-SCOTT Invaders, this brand-new 55 FOOTER does better than 25 M.P.H.

That trim 55-foot cruiser crossing your bow in the photo is the "Sea Puss" . . . one of Consolidated Shipyards' latest contributions to luxurious boating!

She's built to last, this "Sea Puss." And so are her engines. Developing a total of over 500 h.p at 2100 r.p.m., they skim her along the surface at 25.21 m.p.h., as clocked in a recent trial run. And because they're *Hall-Scotts*, they can be expected to give year after year of top performance, with only routine maintenance.

Whether you're interested in new or replacement engines, get the facts on Hall-Scott. We'll be glad to discuss your power requirements.

HALL-SCOTT

Motor Car Company

Factory and Main Office—

BERKELEY 2, CALIFORNIA

Branches New York, Boston, Philadelphia, Chicago, Dallas, Los Angeles, Seattle, Berkeley

Division of ACF-BRILL Motors Company

As a Day Boat!

Sure I emphasize the fact that you can cruise almost anywhere in a CRUIS-ALONG and really sleep and eat aboard —but I am A PERFECT DAY BOAT, too.

With six in my cockpit, I speed right along with the open boats yet my big cabin comes in mighty handy when it rains—and my comfy bunks are grand for an afternoon nap. My stove gives the best of hot coffee and my ice box cool drinks on hot days.

Spend the day on the water, fishing, loafing, bathing—you'll find my cabin nice to dress in; my marine toilet a useful convenience.

My price is less than that of the average runabout or utility—So why not look me over as YOUR DAY BOAT?

With a 45 H. P. Gray Phantom, I will give you twenty honest miles of speed for $2140*, or, for $2440*, a Kermath Jeep 61 H. P. pushes me at better than 25 miles.

Yours for life on the water,

*Subject to Change

CruisAlong

M. M. DAVIS and SON, Inc. SOLOMONS, MARYLAND

Southward Ho!

ALL division captains of the Coast Guard Auxiliary of the Seventh District held a conference late in January in Miami Called by Commander Allen Winbeck, District Director, the meeting was attended by top officers of the regular Coast Guard. Among the subjects discussed were boat inspections, operation and training, and ways and means for the various flotillas to improve the docks and waterfronts in their own particular ports. Both Captain John E. Ciscevich and Vice-commodore Ernest J. Haar came over from Savannah. M. A. DeSoura from Charleston was interested in a new yacht basin just opened up at Myrtle Beach, South Carolina Known as the Briarcliff Acres Yacht Basin it provides the only harbor facilities on the inside route between Wilmington and Georgetown.

THE Fort Pierce flotilla of the Coast Guard Auxiliary has fallen heir to one of the sections of the Navy Amphibious Training Base. The property includes five large docks, a marine railway and a building which is to be remodeled into a modern yacht club. Courtesies of the basin will be extended to all visiting yachtsmen, with no rentals for a 24 hour stop. Located about two thirds of the way down the Florida coast from Jacksonville, this will make an excellent base and stop-over point for many of the winter visitors.

Harry Niehaus has been re-elected president of the Marine Association of Miami. Captain Niehaus deserves much credit for having kept the organization going during the war. With the increase in yachting this winter, members are now coming back. They are not only interesting themselves in strictly waterfront activities but are also concerning themselves with civic welfare and have started a blood bank.

Perhaps the person most interested at the national marina conference which was held during the New York boat show was Robert W. Howes of Knoxville. In charge of the development of the recreational resources of the Tennessee Vally Authority, he has been building harbors, docks and basins in all the new man-made lakes and seeing them used by great crowds of people. Having these docks suitable for water levels varying as much as 70 and 80 feet in these storage reservoirs brings new problems of design, which problems A. D. Franz of St. Louis has run into in a lesser degree on the Mississippi River. John Mitchell of Corpus Christi, William Selby of Sarasota and Vivyan Hall of Coconut Grove agreed that their water level problems were concentrated in the hurricane season. Also getting information on yacht basins for his country was Luis Gonzales Del Real, distributors of Gray marine motors for Cuba. He reports a big demand for engines and not enough to satisfy his customers.

THE boat show in Miami will run from March 7 through the 16th with some eighty displays. A number of manufacturers are sending down exhibits from the New York, Chicago and Detroit shows and will back up their southern distributors with factory specialists. Whereas in other years it has been held under canvas this twelfth show will be housed in the convention hall in Bayfront Park which was built for the Navy wartime training program.

The sales reported by the Maritime Commission make interesting reading, especially the prices paid. Of course there is usually a great deal of work to be done after the boat has been bought to convert her to peacetime pursuits Well over $100,000 has been spent converting some former yachts back into usable condition again as yachts. So the purchase price is just the beginning. Ewald Sooder of Miami has bought the 110 foot diesel yacht Aide De Camp for $5,257 Before the war she was owned by Frank B. Comerford of Boston The 104 foot diesel yacht Ellenor which the Navy requisitioned from C. I. Root at Miami has been sold to W. E. H. Johnson for $13,600 The 53-foot diesel cruiser Ilona has gone to Emmett C. Brantz of Norfolk for $6040 Built by Julius Petersen she used to be owned by L. L. Warriner of Dayton. The 66-foot Luders built diesel cruiser Idalia has been sold to R. F. Irvine of Miami for $3620 Landing craft being sold were of various types and sizes. Julio Peynado of Ciudad Trujillo, Dominican Republic, paid $10,000 for LCT-452, presumably for use as a small inter-island freighter L. T. Kellman of West Beach, Maryland, bought 2 36-footers at

(*Continued on page 80*)

LAMB FIGURINE

Brilliant, bedecked ivory porcelain lamb. Head decorated; highly glazed.
"Mary had a little lamb"—and it must have been as cunning as this! With a tiny pink nose and pink-lined ears, his body sprinkled with a primrose here, a forget-me-not there. Tiny black hoofs. 5¼ x 5¼ inches
46331 M83 Retail Price **$1.25**

GOLD-AND-ROSE POTTERY PONY

Raspberry colored with bright gold hooves, mane, and tail, 4 inches tall.
A perky pony, cleverly fashioned from fine glazed pottery in refreshing shades. His tail, mane, and hooves are touched with brilliant gold-colored trim. Let him prance on your knick-knack shelf
46323 M83 Retail Price **$1.25**

BRONZE PLATED HORSE

Handsome metal ornament for desk or shelf. Heavily plated in bronze.
This fleet-footed horse pauses to stand on a desk or to grace a mantel. A splendid specimen, his graceful lines are sleekly bare of ornamentation. 8⅛ x 6⅛ in. high.
46327 M263 Single. Retail Price **$3.95**
46328 M500 Pair. Retail Price. **7.75**

POTTERY NIGHT SET

Two-tone green glazed pottery pitcher and two two-ounce matching glasses.
An unusual gift item . . . two-tone deep green glazed pottery. Covered pitcher holds 24 ounces, is 5¼ x 6⅛ in. high. Glasses each hold two ounces. A set as attractive as it is practical
46543 M115 Three-piece Set **$1.75**

POTTERY SUGAR AND CREAMER

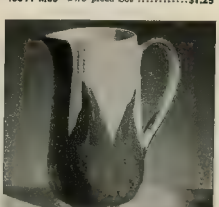
Two tone deep green, glazed pottery sugar and creamer with wagon wheel design.
Matches pottery teapot shown at right . . . quaint wagon wheel design on sides of both sugar and cream pitcher. Sugar is 3¾ in. high, 4 in. wide. Creamer 4 in. high and 4⅜ in. wide. An excellent shower gift.
46544 M83 Two-piece Set **$1.25**

POTTERY TEAPOT

Wagon wheel design on two-tone deep green glazed pottery. 5-cup size teapot.
"Polly put the kettle on, and we'll all have tea" . . . and it will be twice as tasty when served from this attractive pottery teapot. Matches sugar and creamer shown at left. 6¾ in. high. Holds 5 cups.
46545 M135 Retail Price **$2.00**

HAND PAINTED TEAPOT

Essex China, with green corn design hand painted on ivory glaze. 6-cup capacity.
A famous, and well-loved design . . . with green leaves hand painted under the glaze . . . will never wear off. Gracefully shaped covered teapot holds 8 cups, is 6 in. high overall. Matches pitcher at right.
46546 M165 Retail Price **$2.50**



HAND PAINTED PITCHER

Essex China hand painted corn design on 32-ounce pitcher. Ivory and green.
A handsome pitcher, lovely enough to use as a vase or in a corner cabinet. Green leaves, hand painted under the glaze combine with soft ivory. Matches teapot at left. Holds 32 ounces. 8 in. high overall.
46547 M133 Retail Price **$2.00**

HAND PANTED RANGE SET

Essex China covered utility jar and salt and peppers. Hand painted under glaze.
Colorful and practical. Three-piece range set with green corn design hand painted under the glaze . . . combined with soft ivory color. Covered utility jar holds 16 oz. Salt and peppers are 5 in. high overall.
46548 M175 Three-piece Set **$2.75**

A DEMAND PERFORMANCE!

Here's good news for all of you! We're happy to announce that this year you'll enjoy MORE PROFITABLE, LONGER DISCOUNTS on the Donald Duck Camera than ever before. Because of the ever-increasing *demand* for this item—its phenomenal *sales performance* during the past year—we've doubled the capacity of our moulds and are passing on to you the savings effected by this new mass production program. It means more profits—more sales!

We wish to thank all of our jobbers for the marvelous job you did under the former shorter discount program—we're glad we can share with you the larger profits your own fine efforts helped make possible.

Enlargement this size can be made with Donald Duck Cameras

Donald Duck Camera Contest 1st Prize, October, 1948, awarded to Miss Carolyn Eichelberger, 183 Aurora Street, Lancaster, N. Y. (Age, 11 years)

Insert illustrates actual size photograph taken with a Donald Duck Camera

SELLING PRICE INCLUDING EXCISE TAX **$2.98**

NEW LIBERAL LONG DISCOUNTS

WE HAVE 127 FILM AVAILABLE FOR HERBERT GEORGE CUSTOMERS

Made of Ethyl Cellulose, the most durable and rostly plastic, engraved with Donald Duck characters. Optically Ground and Polished Meniscus Lenses—Accurate Eye Level Finder—Instantaneous Shutter—Pre-Set Bellows—Removable Rubberized Neck Cord—Highly Plated Metal Spring Clips to Lock Back. Takes 12 pictures to roll of No. 127 film. Packed in Donald Duck Box. UNCONDITIONALLY GUARANTEED FOR ONE YEAR

Sales Stimulated by: NATIONAL PHOTO CONTESTS—NATIONAL ADVERTISING CAMPAIGN—FREE COUNTER AND WINDOW DISPLAYS

CONTACT YOUR NEAREST SALES OFFICE ON ALL INQUIRIES PERTAINING TO THE HERBERT GEORGE LINE:

ATLANTA, GA.—The Atlanta Toy Mart, 175 Peachtree St., N. E.
BOSTON, MASS.—Welcome G. Young, 99 Chauncey St.
DALLAS, TEX.—Fassberg and Phillips, 1307 S. Commerce St.
LOS ANGELES, CAL.—Continental Co., 529 W. 7th St.
PORTLAND, ORE.—Continental Co., 704 Failing Bldg.
SAN FRANCISCO, CAL.—Continental Co., Western Merchandise Mart
WASHINGTON, D. C.—Jean Eisenbegan, 921 Longfellow St., N. W.

CANADIAN DISTRIBUTOR: ELIAS BROTHERS, 512 McGILL STREET, MONTREAL, CANADA

Herbert George Co.

PRECISION MANUFACTURERS OF TOYS AND OPTICAL SPECIALTIES

Factory and General Offices: 213 N. Desplaines Street, Chicago

Handicrafts are both Hobbies

AND BIG BUSINESS

By ROBT. LATIMER

As travelers crowd planes, ships, trains and buses, taxing resort and cruise facilities to the utmost, the handicraft industry, deriving a major part of its income from the tourist trade, seems likely to flourish also, says *Domestic Commerce*. . . . Both makers and sellers of hand-fashioned goods will benefit by the post-war travel boom.

In a typical pre-war year, the more than 52 million citizens who traveled in the United States by motor are estimated to have spent 1¾ billion dollars for camping supplies, souvenirs, gifts and miscellaneous items, and it is believed that expenditures in this classification are now at the rate of at least 1½ billion dollars annually.

Craft articles popular in one section of the country become appreciated and enjoyed in other localities and create new markets for themselves. For example, a resident of the Midwest may return from his trip to Florida with gifts of shell jewelry, or a New Englander may bring from California distinctive articles of wood or ceramics. As friends admire and wish to purchase these regional products, stores and gift shops begin to carry them, thus widening the market.

Develop Large Volume

Certain regions enjoying an especially large tourist trade have developed handicraft industries of considerable volume. In Florida, for example, sales of hand-made shell jewelry have increased substantially in the last few years, developing new designs of great variety. The demand has grown to such an extent that some dealers operate profitable mail order businesses in packages containing shells and other needed materials and directions for making earrings, pins and other articles.

Hobby shops, too, are springing up all over the country, where jewelry making, weaving, and many other crafts may be learned. These shops, as well as numerous schools and colleges, are conducting classes in crafts of all types. Large city schools have found their night courses in crafts high on the popularity list. Many learners are interested in making articles only for themselves or for gifts, but others develop their hobby into a business. As people learn about crafts and appreciate goods made by hand, the market for craft articles will grow. A large store in New York is devoted entirely to supplying handicraft materials, and businesses of this type are being established in other cities.

Rehabilitation of Veterans

The teaching of crafts has played a major part in therapy rehabilitation work in veterans' hospitals. In addition to the therapeutic value of crafts, they have been the means of uncovering a surprising number of skills. Many veterans plan to use the talents developed in hospitals in starting businesses of their own or in designing and making goods to order for individual customers or for specialty and gift shops. Others will operate hobby shops, teaching their skills to would-be craftsmen and selling them materials.

Crafts have been of service also to many nonveteran ill or handicapped persons. In institutions all over the country, a number of skills are taught that enable those permanently invalided to earn substantial amounts. Handicraft industries thus have given a chance for gainful self-employment to many people who are not able to leave their homes or to enter other fields of business.

Recognition of fine workmanship is increasing and travelers and others who purchase handicraft products are becoming more conscious of quality. This growing appreciation of the standards attained by the industry will enable handicrafts to maintain their markets.

●

TOYS & NOVELTIES' Trophy

The trophy contributed by TOYS & NOVELTIES to the National Model Airplane Championships held in Minneapolis last August, was awarded to Donald Newberger of Long Beach, Calif., whose plane attained a speed of 110.59 M. P. H.

■

Awards Are Listed

The Special Activities Section of The American Legion recently published the results and awards at the 16th annual National Model Airplane Meet held in Minneapolis and Monticello, Minn., August 18-22, 1947

●

Midget Airplanes Hit High Speed

The air in the vicinity of Topeka, Kas., was filled with midget airplanes and the sound of mighty midget motors recently when model builders from eight states competed for 17 trophies and $450 in prizes. High mark of the day showed a speed of 109.71 mph

★ This ten cent book is now in its *fourth* printing. It carries the famous message "Ask your dealer about Varney." Why don't you today ask your *jobber* about Varney?

NEW, all new 'sells-itself' B
*Streamlined, high-compression cylinder head *Deep Cooling Fins *FLEXIBLE NEEDLE VALVE *ALUMINUM TANK (impervious to hot fuels) *1 Pc. CRANKSHAFT *2 SPEED TIMER. 'Snap-to-start' consistent running built-in!

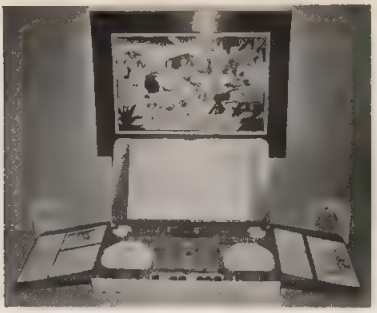
$16.50 Less cut condenser

A.C.A.* says
'CO-2' Official for Rubber Contests
A new selling feature for this new, IGNITIONLESS engine!

Consult Your Jobber for New Dealer Discounts on "OK" Products.

'OK' Engines never sold direct!

HERKIMER TOOL & MODEL WORKS, INC.
Home Office—Plant: Herkimer, N. Y.
IN CANADA: Herkimer OK' Engine Co.
51 Hermant Bldg., Toronto, Canada
Export Office: 120 Wall St., New York 5, N. Y.



New Ungar Electro Craft woodburning set being featured in the Merchandise Mart showrooms of Sam C. Schmitt, Chicago; retailing at approximately $5, the set contains a pencil approved by Underwriters' Laboratory, plastic handles, cord-insulated grip, 20-watt heating unit, brass tips; may be used with house current of 110 volts, AC or DC; adapted for woodburning, leather burning, velvet burning, plastic forming, foil embossing, cork burning, and water color painting

MRS. LOUIS KAPP DEAD

Only forty-seven years of age, Mrs. Louis Kapp, wife of the president of Comet Model Airplane & Supply Co., 129 W. 29th St., Chicago, passed away Sunday, October 19, at her home after several weeks of illness. In addition to her bereaved husband, the family includes two sons, Morton, 20, who is connected with the distributorship of United Hobby, 2354 W. Madison St., Chicago, and Arnold, 16, a student in the city's Von Steuben High School. Mrs. Kapp also is survived by two sisters and a brother: Ida Cohen, of Chicago, and Anna Hartman and Louis Weiner, both of Baltimore, Md.

Impressive funeral services were conducted by Rabbi Morris Gutstein at the Chapel of Jaffee & Alberts, Broadway and Foster, in Chicago, on October 21. During the services, Rabbi Gutstein traced briefly Mrs. Kapp's personal history from her birth in Poland through her years in America and paid tribute to her character. He stressed her keen interest in world affairs and in Jewish affairs; her work in the sisterhood of the congregation to which she belonged and to its women's auxiliary, as well as to the Women's Auxiliary of Polish Jews and to the Hadassah. He pointed out that her charities recognized no race, religion, creed, wealth or the lack of it, and that she was devoted beyond mere duty to Red Cross work.

The funeral procession stopped in front of the family home at 3555 Thorndale Avenue, Chicago, for a prayer, en route to the Westlawn Cemetery where she was buried. A prayer also was read at the grave.

As news of Mrs. Kapp's death spread, countless floral pieces, gifts, and messages of sympathy reached the family from neighbors, friends, and model industry associates of Louis Kapp. To them TOYS AND NOVELTIES wishes to add its personal expression of understanding and consolation to the grief-stricken family.

●

Micro Model Co. Develops New "Super Wasp" Engine

The "Super Wasp" high performance 2-cylinder gasoline engine is now offered control-line and free flight model plane builders, as well as racing car and boat enthusiasts, by the Micro Model Company, now in its new location at Metropolitan Airport, Van Nuys, Calif.

The new engine is completely redesigned; made to supplement the company's original Wasp-Twin. The "Super Wasp" has an unusually high power output, a displacement of .65 cu. in., and retails in the popular price bracket of $29.50.

The one-piece unit comprising cooling fins, cylinders and crankcase is a notable design feature, as is the true double-opposed arrangement of cylinders. Higher compression, perfectly balanced carburetion and more efficient overall operation are results of the design change. Simplified manufacture and production-line assembly are also attained.

Spark plugs on the Super Wasp are screwed into angled positions at the rear of the cylinder heads, thus reducing tip-to-tip cylinder length.

The two-cylinder, two cycle, rotary valve, radial mount engine develops ¾ hp. at 10,500 rpm.; has a bore of .740 and stroke of .750. Bare engine weight is 12 ozs. Downdraft carburetor, high speed timer, bottom-dropped exhaust stacks, clean design and finish are noteworthy features. Easier starting, smoother, steadier high speed running and exceptional model realism are outstanding characteristics of the power unit.

●

NEW DELUXE KING KUT CHEST FOR GIFT MARKET

Frankly designed to capture the Christmas gift market, the No. 140 King Kut Imperial Treasure Chest, a deluxe kit of handicraft tools, is ready for immediate delivery in quantity, announces the King Kut Division of The AP Parts Corporation, Toledo, Ohio, manufacturers.

Consisting of 38 tools in a polished, natural grain poplar wood chest, the No. 140 set features a complete coverage of the hand tool needs of craftsmen and hobbyists. Eye

appeal, and a safe, easily accessible arrangement of cutting edges are also focal points of dealer and consumer interest.

Ten new King Kut items are among the 12 blades, 6 routers, 6 carvers, 3 punches, 2 handles, coping saw and 3 blades, plane, 2 spoke-shaves, sander, sanding sticks, plastic parts box, and combination tool, which make up the set. All cutting tools are of razor steel, hardened throughout for resharpening.

Fair Traded, the Imperial Treasure Chest lists at $14.50. It does not eliminate the No. 130 Regal Treasure Chest ($10.00), formerly King Kut's "top" item.

●

New Addition to Handicraft Hobbies

Stewart P. Elliott, popular modelcraft jobber, 820 Mission St., San Francisco, Calif., announces that as of September 1 David C. Parker, Jr. joined his organization as general manager of wholesale. Mr. Elliott will hereafter devote his time and attention to his department store concessions.

●

FOURTH MIA TRADE SHOW CHICAGO, JAN. 27-29

Spring
IS THE TIME TO GO
Higgins
DEALERS IN ALL MAJOR CITIES
12-FOOT DINGHYS TO 58' 6" YACHTS

MERIT
STUFFED TOYS

are now in a position to fill the requirements of the trade for popular priced

STUFFED TOYS & NOVELTIES

Our increased production facilities assure the prompt delivery of all accepted orders.

Samples and prices on request.

A TOY OF Merit MADE IN U.S.A.

MERIT TOY CO.

Factory and Permanent Showrooms:

627 BROADWAY
NEW YORK, N. Y.

Producers of "Toys of Merit"

Catapult Action TOY PISTOL

NOW ONLY 29¢

KREST, INC.

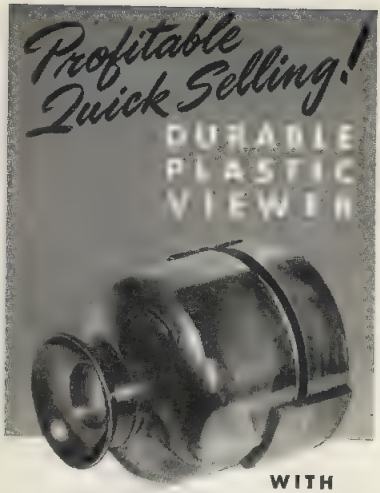
19303 W. DAVISON DETROIT 23, MICH.

★ DOLL FURNITURE ★ IRONING BOARDS ★ DOLL HIGH CHAIRS ★ ROLLER TOY ★ SAND PAINTING ★ CASTING ★ WOOD BURNING ★ TOOL CHESTS ★

AMERICAN TOY & FURNITURE CO.

725 South La Salle Street • Chicago 5

MEYER RAPAPORT
GEO. ZELOF HARRY NUSSBAUM



WITH

Set of 10 Beautiful Walt Disney FULL COLOR 2"X2" Slides

$3.95 RETAIL PRICE

SNOW WHITE AND THE 7 DWARFS
Story of Snow White meeting Prince Charming and heartbreaking tragedy that followed averted by the Dwarfs.
THE THREE LITTLE PIGS
Showing how each built a house—coming of Big Bad Wolf and narrow escape of two Little Pigs.
THE THREE CABALLEROS
Panchito takes Donald Duck and Jos Carioca on magic carpet thru Mexico. Highly entertaining

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AVAILABLE FOR IMMEDIATE DELIVERY. DEPT. 105.

HOLLYWOOD FILM ENTERPRISES, Inc.

6060 Sunset Blvd. Hollywood 28, Calif.

THE TOY MARKET

ROOM 1424 MERCHANDISE MART • CHICAGO 54, ILLINOIS

Permanent Display of America's Leading Toy Lines

Nationally Known Lines—That Sell

"Always Something New"

Always open — always ready to serve you. Make it a point to visit the TOY MARKET when in Chicago and keep up-to-date with the latest developments in toys.

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IT WILL PAY YOU TO PAY US A VISIT

Telephone SUPerior 8852

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BICYCLES • VELOCIPEDES

ROLLER SKATES Since 1895

D. P. HARRIS HDW. & MFG. CO., INC. · ROLLFAST BLDG. · NEW YORK, N. Y.

LIFELIKE HORSES

Real Skin

Fully molded body —Real leather saddle and harness—Strong polished metal rocker or swing.

NEW ELECTRIFIED SHEARING SKIN—SOFT AND CUDDLY SOIL PROOF AND MOTH-PROOF

Write for new catalog and price list

HOLLYWOOD TOY STUDIOS

3520 FOOTHILL BLVD. LA CRESCENTA, CALIF.

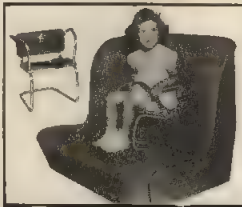
Catapult Action

TOY PISTOL

Retails 29c

KREST, INC.

19303 W. DAVISON DETROIT 23, MICH.



Safety plus Utility

CHILD'S AUTO CHAIR

FOR SAFE DRIVING OR USED AS A NURSERY CHAIR

Peerless INDUSTRIES

5141 MILITARY DETROIT 10, MICHIGAN

ALL METAL COIN BANK

with a real COMBINATION LOCK

Retails $1.50

STANDARD DISCOUNTS

Your Jobber or

ARROW SPECIALTIES

905 S. OLIVE ST. LOS ANGELES 15, CALIF.

POW'R HOUSE

STARS AGAIN AT THE NEW YORK TOY FAIR!

- ★ MOTOR ASSEMBLY KITS
- ★ CHAIR RIDE ASSEMBLY KITS
- ★ FERRIS WHEEL KITS ASSEMBLY KITS
- ★ AIRPLANE WHEEL ASSEMBLY KITS
- ★ POW'R POP PISTOL
- ★ JUNGLE SHOOT AUTOMATIC SHOOTING GAME
- ★ GARDEN TRIO

KELMAR CORP.

2169 S. FIRST STREET MILWAUKEE 7, WISCONSIN

NEW TOYS ON PARADE

Golf-Meter Pencil

This pencil provides a new and unique method of measuring distances on golf courses and is the result of several years of tests. It is a practical aid to the week-end golfer, and is now available for immediate delivery, retailing at only $1.

The pencil is precision-made, with pocket clip, extra leads and eraser in the barrel, and the lead propels, repels and ejects. The golf-meter feature tells distances up to 200 yards, and indicates the right club to select, improving the game.

Because the golf-meter yardage scale is based on a pre-determined fixed height of 6 feet, it can also be used effectively by fishermen, hunters, hikers, campers, tourists, Boy Scouts, etc.

It is a product of the RITEPOINT COMPANY, St. Louis 9, Mo.

Electronic Juke Box Bank

Saving becomes modern-day fun when youngsters deposit a penny, nickel, dime, or quarter in the plunger of the new Electronic Juke Box Bank, push the plunger, and watch the bank light up, just like a real juke box. Colorful, novel, it affords dealers a unique way to increase the steady business bank sales always mean.

This bank measures 6" high, 3" deep, and 4½" wide. It comes ready to use, complete with battery and bulb. Retail price suggested by the manufacturers, E. J. KAHN & CO., 323 W. Division St., Chicago 10, Ill., is $1.98.

Alligator Hand-Bag

"Make Believe Make-Up:" A rich simulated alligator printed box that acts as a shoulder type handbag. Leatherette carrying strap included. Attractively packed with plastic comb, non-stain lipstick that really works, rouge container and pad, powder compact with mirror and pad, and nail file. Manufactured by Mattel Creations 5908 S. Main St., Los Angeles, California.

Oak Rubber's Toy Unit

Formally introduced at the New York Toy Fair, this package contains four of the OAK RUBBER COMPANY'S popular Squeeze-Me latex toys. This unit effectively merchandises the sale of four toys instead of one. The package is handsome in its blue and pink color scheme, and with the cute toys peering from their compartments creates great interest when on display. Individual Squeeze-Me Toys in cellophane containers have been on the market for some time and have proven very profitable sellers. The manufacturer is located at 220 S. Sycamore St., Ravenna, Ohio.

LOVABLE LATEX SKIN DOLL

14 inches high, jointed arms and legs, swivel head, moving eyes, real lashes, removable knitter underwear with two buttons on shirt. Packed separately in fancy covered box, clothes consists of a printed percale romper with a dotted swiss organdy ruffle sleeve. percale brim bonnet with cotton fringes and ribbon, rayon stockings, shoes. Packed in cellophane bag.

Weight, per dozen 15 pounds.
Individually boxed.
1 dozen in a carton.

3RA—Per dozen **$96.00**

Suggested retail price $5.95 each.

DOLLS

Horsman

19-inch DeLuxe soft body baby Doll. Composition bent baby legs, arms and turning head with open mouth showing teeth and tongue. Crying Voice. Moving glass eyes and lashes. Finest quality curled Mohair wig. Assorted dresses with matching bonnets. Dresses of finest quality organdies and nettings trimmed with laces and ribbon bows. Lace trimmed organdy petticoat. Shoes and stockings.

Weight per shipping carton, 18 pounds.
Individually boxed.
½ dozen in shipping carton.

F5912—Per dozen **$157.00**

Suggested retail price $9.95 each.

DOLLS

Horsman

21 inch Horsman's soft body baby doll. Composition legs, arms, and turning head. Moving eyes and lashes. Assorted dresses with matching bonnets; petticoat and panties, shoes and stockings. Some have pinafores.

Weight per shipping carton, 20 lbs.
Individually boxed.
½ dozen in shipping carton.

F211—Dozen.... **$120.00**

Suggested retail price $7.50 each.

DOLLS

Horsman

19-inch soft body baby doll. Composition legs, arms, and turning head. Crying voice. Moving glass eyes and lashes. Nice quality sewed Mohair wig. Completely dressed in panties, petticoat, shoes and stockings. Dainty. nicely made dress. Coat and bonnet of good quality rayon taffeta.

Weight per shipping carton, 27 lbs.
Individually boxed.
½ dozen in shipping carton.

F194—Per doz. **$108.00**

Suggested retail price $6.75 each.

DOLLS

Horsman

19-inch soft body baby doll with two voices. Tilted forward the doll says "Ma-Ma"; tilted backward it cries "Pa-Pa". Composition legs, arms and turning head. Moving glass eyes and lashes. Completely dressed in delicately styled, fine quality baby dress with bonnet to match; petticoat and panties, shoes and stockings

Weight per dozen, 28 lbs.
Individually boxed.
½ dozen in a shipping carton.

F195—Per dozen.. **$96.00**

Suggested retail price $6.00 each.

DOLLS
Horsman

15 inch soft body baby doll. Composition legs, arms, and turning head. Moving eyes and lashes. CRYING VOICE. Assorted dresses with bonnet to match, petticoat and panties, shoes and stockings. Also some with pinafores.

Weight per shipping carton, 19 lbs.
Individually boxed.
1 dozen in shipping carton.

F151—Per doz... **$53.00**

Suggested retail price $3.50 each.

Same as No. F151 in 17 inch size. Moving glass eyes and lashes

Weight per shipping carton, 27 lbs.
Individually boxed.
1 dozen in shipping carton.

F171—Per doz... **$70.00**

Suggested retail price $4.50 each.

DOLLS
Horsman

15 inch soft body baby doll. Composition legs, arms, and turning head. Moving eyes and lashes. CRYING VOICE. Good quality sewed Mohair wig. Assorted dresses with matching bonnets; petticoats and panties, shoes and stockings. Some have pinafores.

Weight per shipping carton, 19 lbs.
Individually boxed.
1 dozen in shipping carton or open stock.

F152—Per doz..... **$62.00**

Suggested retail price $3.95 each.

Same as No. 152 in 17 inch size, moving glass eyes and lashes.

Weight per shipping carton, 27 lbs.
Individually boxed.
1 dozen in shipping carton or open stock.

F172—Per doz..... **$79.00**

Suggested retail price $4.95 each.

Same as No. F172 in 19 inch size.

Weight per shipping carton, 16 lbs.
Individually boxed.
½ dozen in shipping carton or open stock.

F192—Per doz..... **$88.00**

Suggested retail price $5.50 each.

Same as No. F172 in 21 inch size.

Weight per shipping carton, 21 lbs.
Individually boxed.
½ dozen in shipping carton or open stock.

F212—Per doz... **$106.00**

Suggested retail price $6.75 each.

WETTING DOLL

This 11 inch wetting doll has realistically painted composition body Moving arms and legs. She carries her own bottle with her. Comes clothed in a diaper.

Weight per carton 20 pounds.
2 dozen per carton.

3R12D—Per doz... **$16.80**

Suggested retail price $1.00 each.

BABY DOLLS

Vanity

16-inch soft body baby doll. Composition arms and legs, turning head, moving eyes and eye leashes, voice. Completely dressed in rubber panties, petticoat, shoes and stockings. Long dress made of organdie lace and ribbon trimmed with bonnet to match.

Weight per shipping carton 26½ lbs.
Individually boxed.
1 dozen in shipping carton.

9R500—Per doz... **$80.00**

Sugested retail price $5.00 each.

Same as No. 9R500 except 18-inch.

Weight per shipping carton, 33½ lbs.
Individually boxed.
1 dozen in shipping carton.

9R501—Per doz... **$96.00**

Suggested retail price $6.00 each.

Same as No. 9R500 except 20-inch.

Weight per shipping carton, 22½ lbs.
Individually boxed.
1 dozen in shipping carton.

9R502—Per doz. **$128.00**

Suggested retail price $8.00 each.

CAMPBELL'S KID DOLLS

Horsman

12½ inches tall. Jointed arms and legs, swivel head. Painted hair and features. Made entirely of hard-to-break composition. These are remarkably accurate reproductions of the famous characters which for 40 years have embillished the magazine advertising of Campbell Soup Company. The dolls are in assorted costumes, some being dressed as a cook, some in a variety of boy and girl outfits similar to those shown in the Campbell Soup advertisements.

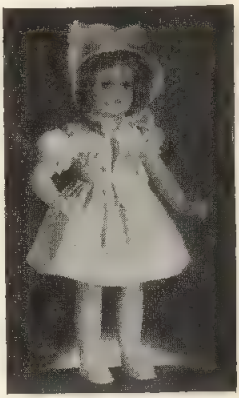
Weight per dozen, 22 pounds.
Individually boxed.
2 dozen assorted to shipping carton

F100CK—Doz..... **$36.00**

Suggested retail price $2.25 each.

DOLLS

Horsman



15-inch Bright Star Doll. Full composition jointed doll with swivel head, moving glass eyes and lashes. Open mouth showing teeth and tongue. Better quality sewed curl Mohair Wig. ssorted dressses in various materials including rayon taffetas and prints. Panties, shoes and stockings.

Weight per dozen 22 pounds.
Individually boxed.
½ dozen in carton.

F352—Per dozen.. **$84.00**

Suggested retail price $5.25 each.
15-inch same as No. F352 except without Wig.

Weight per shipping carton, 21½ lbs.
Individually boxed.
1 dozen in a shipping carton.

F351—Per dozen.. **$70.40**

Suggested retail price $4.50 each.

Same as No. F352 except in 18-inch size.

Weight per dozen 31 pounds.
Individually boxed.
½ dozen in shipping carton.

F382—Per doz. **$108.00**

Suggested retail price $6.75 each.

This advertisement of Nash Hardware Company tells the 1947 Horsman story better than we could tell it ourselves.

HORSMAN DOLLS . . .

With Improved Quality

AND LOWER PRICES!

» There's an interesting story about Horsman Dolls . . . the best known line of seeing-eye dolls in America. It's a story of vastly improved appearance, and the interesting fact that prices are very substantially lower than for some years!

» The market is glutted with dolls! But there's only one "Horsman Line" . . . and of all the many lines shown us, **none compare with Horsman in quality—or price!** And we think that's the line **you** want; top quality **at lower-than-competitive prices!**

» But while Horsman is one of the biggest manufacturers of seeing-eye dolls in the world, they can't possibly keep ahead of demand. They **could** if they weren't so outstanding — with such a tremendous price advantage. But you know yourself what kind of demand there is for the top American line — when it can be obtained **at lower prices** than competitive dolls.

» That's why we hope you'll come in, look at samples, and place your order **this month.** Delivery this fall; but now's the time to make your selection. You save money by doing this, and have faster-selling merchandise!

NASH HARDWARE COMPANY

"Toy Headquarters of the Southwest"

3 Blocks East Texas Hotel—Fort Worth, Texas

We are proud that our 1947 program of offering greatly increased quality at drastically lower prices, was inaugurated in February — long before the necessity for increasing purchasing power by reducing prices was generally recognized.

The fact that, as a result of this policy, we are concerned about our ability to produce all the dolls we've sold is a tribute to the American Merchant and his ability to recognize true value when it is offered to him.

horsman dolls, inc.

200 FIFTH AVENUE, NEW YORK 10, N. Y.—FACTORY: TRENTON, NEW JERSEY

Aim FOR HIGHER PROFITS . . . WITH

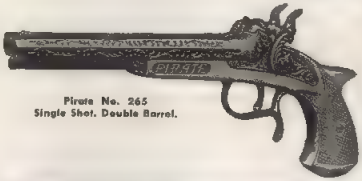
HUBLEY

Metal Cap Pistols

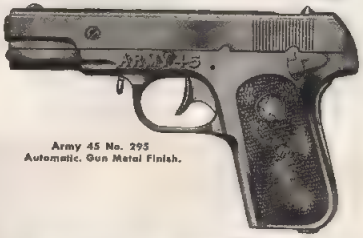
Texan No. 285
Repeating. 10¼" long.

YOU can tell at a glance, the entire line of Hubley Cap Pistols are designed to sell. Realistically reproduced, each model is an exact duplicate of the real thing. Improved mechanism makes them sure-to-fire. Safe and sturdy, parents' approval makes them sure-to-sell. Each pistol is packed in an attractive carton making eye-appealing displays a snap. For the present, this merchandise is on an allocation basis.

Hub No. 211
Single Shot. Automatic Action.



Pirate No. 265
Single Shot. Double Barrel.



Army 45 No. 295
Automatic. Gun Metal Finish.

THE *Hubley*
MANUFACTURING COMPANY
Lancaster • Pennsylvania

W. H. RHONE in charge of our New York Office and Showroom
Room 324, 200 Fifth Avenue, New York City

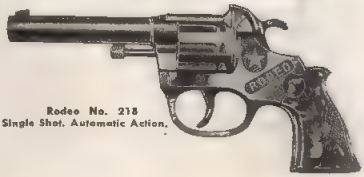
E. A. KAHN
155 S. Alta Vista St.
Los Angeles, Calif.

WELCOME G. YOUNG & SON
99 Chauncy St.
Boston, Mass.

LEO A. SCHERRER
2840 W. 93rd St.
Seattle 7, Wash.

Export Sales Agent: GUITERMAN CO., INC., 35 S. William St., N. Y. C.

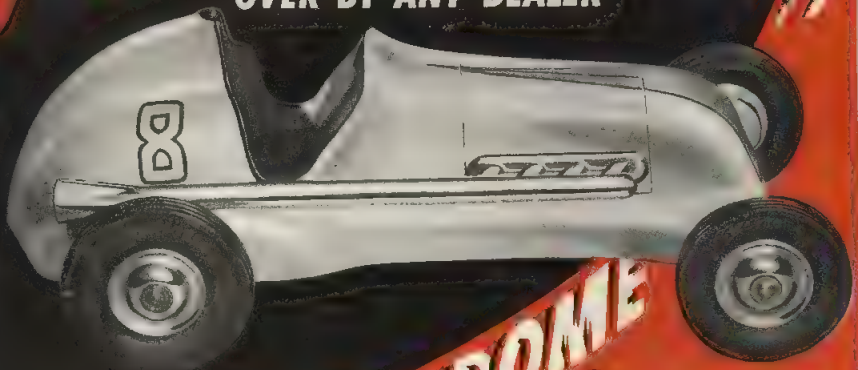
Texan Jr. No. 250
Repeating. 9" long.



Rodeo No. 218
Single Shot. Automatic Action.

Proven!

NOT A SINGLE RACER CARRIED OVER BY ANY DEALER



THIMBLE DROME *Racer*

Your Tim: I Racing Number!

Here's a line with a proven appeal. Every dealer who ordered Thimble Drome Racers last Spring repeated within 30 days (and no cars were carried over from the recent holiday season). Whenever and wherever they're shown, these die-cast *real miniature* hot rods are a sell-out!

[illegible] STANDARD

G & E

See Your Jobber . . .
Write Your California Resident Buyer
"See G and E"

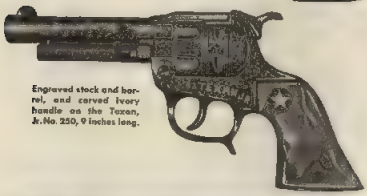
G & E COMMERCIAL COMPANY
MANUFACTURERS' AGENTS
520 WEST SEVENTH STREET, LOS ANGELES 14, CALIFORNIA

[illegible]

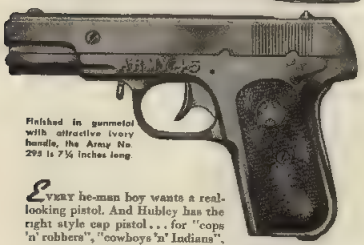
"Gats"

that get you business

Ivory handled Rodeo No. 218 is 7¾ inches long.



Engraved stock and barrel, and carved ivory handle on the Texan, Jr. No. 250, 9 inches long.



Finished in gunmetal with attractive ivory handle, the Army No. 295 is 7⅛ inches long.

EVERY he-man boy wants a real-looking pistol. And Hubley has the right style cap pistol . . . for "cops 'n' robbers", "cowboys 'n' Indians", "soldier" or "G-man".

Hubley cap pistols are realistically designed. They're safe and easy to load. They're approved by parents. They're popular with the kids. And they sell . . . *fast.*

THE **Hubley**

MANUFACTURING COMPANY

Lancaster • Pennsylvania

W. H. Rhone in charge of our New York Office and Showroom
Room 324, 200 Fifth Avenue, New York City

E. A. KAHN
155 S. Alta Vista St.
Los Angeles, Calif.

WELCOME G. YOUNG & SON
99 Chauncy St.
Boston, Mass.

LEO A. SCHERRER
2840 W. 93rd St.
Seattle 7, Wash.

Export Sales Agent: GUITERMAN CO., INC., 35 S. William St., N. Y. C.

. . . DON'T GET CAUGHT WITH YOUR —— —— STOCKS DOWN!

Christmas buying will be heavier and later this year

Anticipating conditions, our heavy over-time production assures same day delivery on all orders.

THE NEW EGG-CITING GAME!

"The EGG and I"

100,000,000 have read the book or seen the picture — what a market!

EI-200 LIST PRICE $2.00

ORDER NOW

and

Par in pleasure for golfers!

GALLOPING GOLF

60,000,000 Golfers will like this clever game!

GG2—Dice in leather case	List	$1.75
GG1—Dice cup and score pad...	"	2.50
GG4—DeLuxe Gift game..	"	5.00

FREE Display Material Included—Mats on request.

DEALER DISCOUNT 40%, F.O.B. Evanston

CAPEX COMPANY
615 South Boulevard Evanston, Ill.

THE FAVORITE for two generations

EMPIRE and "Little Lady"

Housekeeping and Educational Toys

"Little Lady"

TOY ELECTRIC RANGE NO. 240

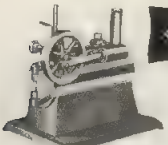
Perfect scale model—actually cooks and bakes. Insulated safety burners. Tell-tale Light signals when the current is on. Five utensils, accurate heat indicator in oven door, play switches, permanently attached Underwriters' listed cord set. TOPS in beauty, quality, size, performance. Favored by mothers for its complete safety. Beautifully enameled in white with black trim. To sell at $7.95.

Other Electric Ranges and Non-Electric Play Stoves priced to sell from $1.50 to $4.95.

TOY ELECTRIC FLAT IRON NO. 345

Chrome Plated—just like Mother's . . . a practical toy that irons doll's clothes. Streamlined, ebonized cool handle. Fully insulated Nichrome heating element. Heats safely. Will not burn. Extra heavy stamped steel sole, plated and highly polished. Priced to sell at $1.79

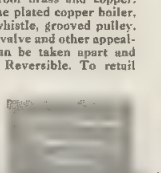
Other Electric and Non-Electric models from 50c to $1.50



EMPIRE **STEAM ENGINE NO. 32**

Powerful operating model with heavy-duty, safety, electric heating element which generates steam quickly. Rustproof brass and copper. Chrome plated copper boiler, loud whistle, grooved pulley, safety valve and other appealing features. Ideal educational gift, can be taken apart and reassembled. Size 8¼" x 7½" x 6¼". Reversible. To retail at $11.75.

EMPIRE Toys have been the favorites for two generations



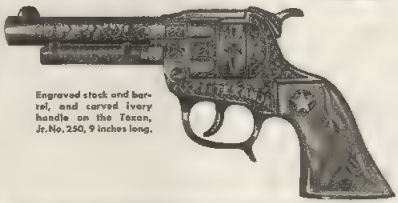
THE METAL WARE CORPORATION

TWO RIVERS, WISCONSIN Sales Offices: New York • Chicago

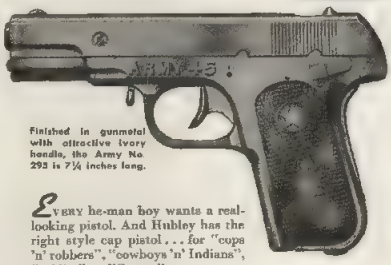
"Gats"

that get you business

Ivory-handled Rodeo No. 218 is 7¾ inches long



Engraved stock and barrel, and carved ivory handle on the Texan, Jr. No. 250, 9 inches long.



Finished in gunmetal with attractive ivory handle, the Army No. 295 is 7¼ inches long.

Every he-man boy wants a real-looking pistol. And Hubley has the right style cap pistol . . . for "cops 'n' robbers", "cowboys 'n' Indians", "soldier" or "G-man".

Hubley cap pistols are realistically designed. They're safe and easy to load. They're approved by parents. They're popular with the kids. And they sell . . . *fast.*

Order your supply of realistic Hubley cap pistols now.

THE **Hubley**

MANUFACTURING COMPANY

Lancaster • Pennsylvania

W. H. Rhone in charge of our New York Office and Showroom
Room 324, 200 Fifth Avenue, New York City

E. A. KAHN	WELCOME G. YOUNG & SON	LEO A. SCHERRER
155 S. Alta Vista St.	99 Chauncy St.	2840 W. 93rd St.
Los Angeles, Calif.	Boston, Mass.	Seattle 7, Wash.

Export Sales Agent: GUITERMAN CO., INC., 35 S. William St., N. Y. C.

"Gats"

that get you business

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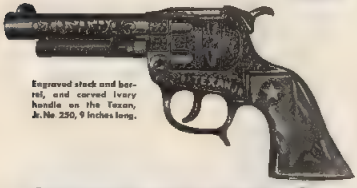

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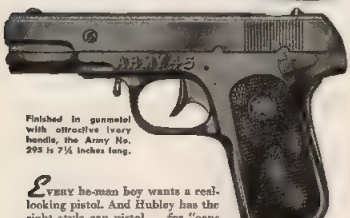

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GG4—DeLuxe Gift game.... .. " 5.00

FREE Display Material Included—Mats on request.

DEALER DISCOUNT 40%. F.O.B. Evanston

CAPEX COMPANY
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WHOLESALE DISTRIBUTORS
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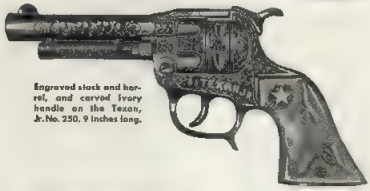
DIRECT
FACTORY REPRESENTATIVES

"Gats"
that get you business

Ivory-handled Rodeo No. 218 is 7¾ inches long.



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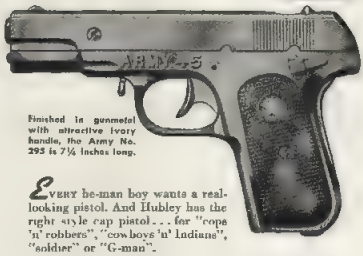

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Los Angeles, Calif.	Boston, Mass.	Seattle 7, Wash.

Export Sales Agent GUITERMAN CO., INC., 35 S. William St., N. Y. C.

RACER

Hubley

Made of metal. Length 7¼ inches. Rubber tired wheels. Assorted red, blue and green.

Weight per shipping carton, 18 lbs.
Individually boxed.
3 dozen in shipping carton.

1E457—Per doz..... **$6.80**

Suggested retail price $0.49 each.

HOOK AND LADDER

Hubley

Made of metal. Length 7¼ inches. Rubber tired wheels. Red with nickel trimming and ladders.

Weight per shipping carton, 22 lbs.
Individually boxed.
3 dozen in shipping carton.

1E454—Per dozen.... **$8.00**

Suggested retail price $0.49 each.

DELUXE SEDAN

Hubley

Made of metal. Length 7 inches. Rubber tired wheels. Assorted red, blue and green.

Weight per shipping carton, 20 lbs.
6 in a box.
3 dozen in shipping carton.

1E452—Per dozen.... **$6.90**

Suggested retail price $0.49 each.

ROADSTER

Hubley

Made of metal. Length 7 inches. Rubber tired wheels. Assorted red, blue and green.

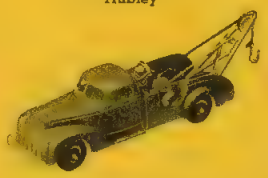
Weight per shipping carton, 24 lbs.
Individually boxed.
3 dozen in shipping carton.

1E458—Per doz. . .. **$7.20**

Suggested retail price $0.49 each.

WRECKER

Hubley



Made of metal. Length 10 inches. Rubber tired wheels. Red with aluminum trimming.

Weight per shipping carton, 13 lbs.
Individually boxed.
1 dozen in shipping carton.

1E474—Per dozen **$16.50**

Suggested retail price $1.00 each.

"LITTLE PRINCE" HORSE

Hubley

Made of "Huboid". Length 4¼ inches. Red wooden wheels. Brown or black.

Weight per shipping carton, 15 lbs.
Individually boxed.
3 dozen in a shipping carton.

1E124—Per dozen.... **$5.00**

Suggested retail price $0.35 each.

FINANCE

A fine trading game. Second only to Monopoly in popularity.

Weight per package, 6½ pounds.
Open stock, ¼ dozen in package.

P100S—Per doz.. . **$24.00**

Suggested retail price, 1.50 each.

TRANSPORT PLANT

Wyandotte

Heavy gauge steel. 9¼ inches long, 13 inch wing spread. Four motors. 3 wheel landing gear.

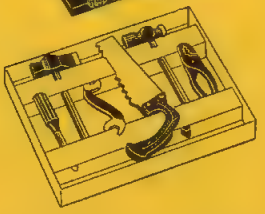
Weight per shipping carton, 22 lbs.
Individually boxed.
2 dozen in shipping carton.

J215—Per doz. .. . **$10.00**

Suggested retail price $0.65 each.

RUBBER TOOL KIT

Auburn



When box lid is removed a complete rubber tool set and rack are revealed. Contains 6 rubber tools: 1 pliers, 4⅛ inches long; 1 hammer, 6½ inch handle, ⅞x2⅛ inches head; 1 saw, 7⅞ inches long, 1 wrench, 4 inches long; 1 hatchet, 6¾ inch handle, 1¼x2⅜ inch blade; 1 screwdriver, 5 inches long.

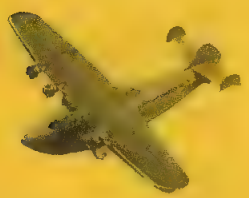
Weight per shipping carton, 19 lbs.
2 dozen sets in shipping carton.

5Q517—Doz. kits.. **$12.60**

Suggested retail price $0.75 each.

PATROL PLANE

Wyandotte



Heavy gauge steel. 9¼ inches long, 13⅛ inch wing spread. Four motors. Baked enamel finish in assorted colors.

Weight per shipping carton, 25 lbs.
Individually boxed.
2 dozen in shipping carton.

J214—Per dozen.. **$10.00**

Suggested retail price $0.65 each.

RUBBER FARM SETS

Auburn

Each box converts into realistic looking barn. Contains 15 toys: 2 horses with harness and 1 wagon 10 inches long; 1 tractor 4⅛ inches long, 1 cow 3¾ inches long; 1 calf, 2⅜ inches long; 2 piglets, 1⅜ inches long, 1 dog, 1½ inches long; 1 rooster, 1½ inches long; 2 chickens, 1¼ inches long.

Weight per shipping carton, 25 lbs.
1 dozen boxed sets in shipping carton.

5Q511—Per doz... **$25.20**

Suggested retail price $1.50 each.

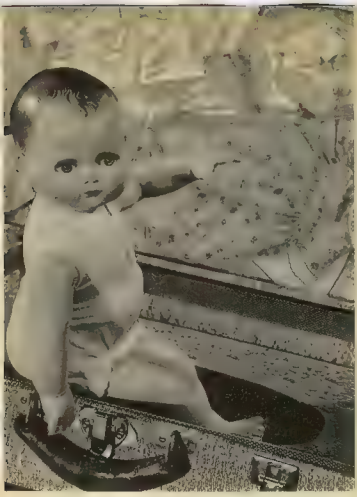
CONSTRUCT-O-PAK

Designed to provide an entertaining as well as educational pastime for boys who are interested in electricity. Complete instructions, parts, and materials for building a laboratory model electric motor. Safe — operates on dry cells or door bell transformers.

Weight per shipping cart., 48 lbs.
1 in a box.
6¼ dozen in shipping carton or open stock.

2F101—Per dozen **$16.00**

Suggested retail price $1.00 each.



MAGIC SKIN DOLL WITH ROMPER LAYETTE

WITH SNOW SUIT LAYETTE (Above) SQUEEZIE (Below)

Magic Skin Baby Dolls

by Ideal

MAGIC SKIN BABY DOLLS by Ideal

Magic Skin Baby Doll . . . soft, warm and cuddly . . . the doll that feels most like a real baby because of her "Magic Skin" and smooth, soft plastic Latex body. Skin wrinkles and gets warm just like a real baby's. Featherweight, life-like, practically unbreakable plastic head. Large blue sleeping eyes with real lashes. Dressed in shirt and diaper, waiting for a little mother to bathe and powder her. Legs and body are molded in one piece so that no water can seep in. Turning head and jointed arms. Flexible baby fingers and toes. Your choice of two sizes; two layettes.

MAGIC SKIN DOLL WITH ROMPER LAYETTE

Magic Skin Baby Doll with romper suit, bonnet, shoes and socks. Dressed in knit shirt and pants, packed in gift box.

82109 M441 14-inch doll with romper layette. Retail . . $6.50
82110 M735 18-inch doll with romper layette. Retail . . 10.50

MAGIC SKIN DOLL WITH SNOW SUIT LAYETTE

Magic Skin Baby Doll with fleece snow suit and hat; dress, shoes and socks. Dressed in knit shirt and pants, packed in gift box.

82111 M735 16-inch doll with snow suit layette. Retail $10.50
82112 M1194 20-inch doll with snow suit layette. Retail 16.25

SQUEEZIE . . . BABY DOLL WITH CRYING VOICE

The wonderful doll with "magic skin" arms and legs of soft, plastic Latex . . . wrinkles like a real baby's skin, soft and warm to touch! Squeezie has three voices, one in each leg and one in body . . . cries when you squeeze body or either leg. Beautiful baby face, made of composition, with long silky lashes and sleeping eyes. Soft cotton stuffed body. Wears lovely embroidered dress and matching bonnet, panties, shoes and socks.

82113 M805 Eighteen inches tall. Retail Price $8.75
82114 M756 Twenty inches tall. Retail Price 10.95

There is only ONE Betsy Wetsy Doll—
—IT'S MADE BY IDEAL NOVELTY & TOY CO.

Ideal

Betsy Wetsy

SHE DRINKS! SHE WETS!

SHE'S THE IDEAL NURSING BABY

Betsy Wetsy is one of America's most popular dolls because she's almost life-like. She drinks from her bottle, she wets, she sleeps and she's practically indestructible. Her body, arms and legs are made of smooth, soft, durable rubber. She moves her arms and legs and turns her plastic head. She can be bathed and powdered like a real live baby. Betsy Wetsy with shirt, diaper, bottle and nipple—individually packed in a fancy box.

No.	Size	Packing	Ship. Wt
W10	11"	1 doz.	18 lbs.

COMPLETE BETSY WETSY OUTFITS WITH LAYETTES AND DELUXE LUGGAGE TO RETAIL FROM $5.00 UP.

DON'T WAIT!--*Now*
is the time to order!
RUSH THE ORDER FORM TODAY!

IDEAL NOVELTY & TOY CO.
200 FIFTH AVE., NEW YORK 10, N. Y.

Date .....

IDEAL NOVELTY & TOY CO.
200 Fifth Avenue, New York 10, N. Y.

Please ship us via.....

.....doz. W10 (Diaper, Shirt, Bottle) to retail at $5.00
.....doz. W1—to retail at $6.00 .....doz. W3—to retail at $10.00
.....doz. W2—to retail at $8.00 .....doz. W4—to retail at $12.00
(W1, W2, W3, W4—WITH LAYETTE)

Store Name.....

Address.....

Buyer's Signature..... .....Dept.....

Sally Gingham

a lovable winsome Miss. One of the many world famous Imperial Crown Junior Miss quality doll

Write or call for our brochure containing our complete doll line.

Sally Gingham

We take pride in the fact that our dolls are:

- distinctively styled
- of the finest quality
- extremely durable.

These notable features are made possible only through the most modern manufacturing facilities and progressive techniques . . . based on 33 years of active experience in the doll industry!

Midge

the "Imperial Skin" rubber doll . . . as life-like as a real baby. She is the only "trained" drinking and wetting doll . . . "trained" to wet only when her "little mother" wants her to do so! This distinctive feature is an exclusive Imperial Crown patent.

Imperial Crown

TOY CORP.

SHOWROOM

FACTORY

California Office, Lee Sherman, 315 W 9th Street, Los Angeles 15, Calif

Compare Construct-O-Craft Steel Construction

Sets for Workmanship . . . for Value . . .

FOR REPEAT SALES-POWER!

ARTHUR FREY
200 Fifth Ave
New York City N Y

THE TOY MARKET
1424 Merchandise Mart
Chicago, Illinois

THEO MAUS
1355 Market St
San Francisco Calif

HOFMAN & STAVERT
Montreal, Canada

LOUIS WILLIAMS & CO
Nashville, Tennessee

B F SCHOEN, LTD
Honolulu, T H

Get In Your Order Early! NOW!

You'll find the CONSTRUCT-O-CRAFT Line a standout for quality, versatility, and price. For instance, every part in the BIG Model 500 and the super-value Model 300 is precision-machined, down to the clock brass studs! And to show your customers what they can really do with a CONSTRUCT-O-CRAFT, 12 different assemblies of handbook models are available at cost for your counter and window displays. (Model 500 shipped 6 to a carton, wt. 29 lbs.—Model 300 shipped 12 to a carton, wt. 32 lbs.)

New! Model 550 Micro Motor—115v.a.c. 60 cycle

Fully cased in aluminum . . . Baked black wrinkle finish . . . Louvred front and back . . . 3½" high x 2⅜" wide, with steel base

*Plug in DIRECT to electrical outlet . . . No exposed windings or connections!

RETAILS **$5.95** COMPLETE

GUARANTEED UNCONDITIONALLY FOR ONE YEAR!

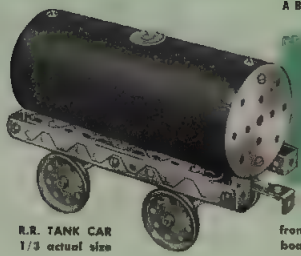
a Boxar CONSTRUCT-O-CRAFT PRECISION MADE ★ ★ ★ EMBOSSED STEEL

MODEL 500
$6.95 RETAIL

MODEL 300
$3.95 RETAIL

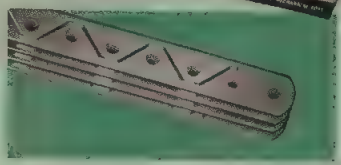
CONSTRUCTION SETS

A BIG, HANDSOME 36-PAGE HANDBOOK WITH EVERY SET!



R.R. TANK CAR
1/3 actual size

Our specially designed, lasting Part 505, made from flexible, vulcanized fibre board, has many uses. (Note inside construction of tank.)



HERE'S TOP QUALITY!

For added rigidity and strength, the cold-rolled steel girders and channels are attractively embossed under 60 tons pressure — thus insuring durability and life-long service.

FREE!
A variety of ad mats may be had for the asking. Specify widths.

BOXAR TOOL & MFG. CO. ★ 2240 WEST OGDEN AVENUE ★ CHICAGO 12, ILLINOIS

and the dealer will do their level best for you in 1947!

ONLY one thing is *new* in that headline. International Harvester and the IH dealers have been doing their *level best* for generations in the interest of American agriculture.

So what's new in it? Well—there's that figure *1947*. A brand-new season is coming up, and we believe that things are going to be a lot different.

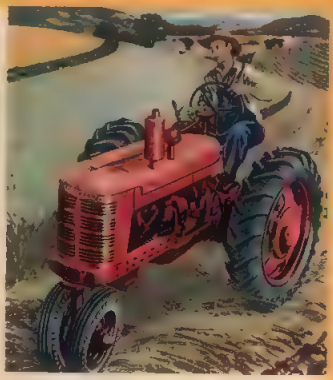
In recent years, "level best" hasn't been good enough.... In every community in the land the farmers have been repairing and mending old equipment, and getting by—waiting in line at every dealer's door with patience and tempers wearing mighty thin.... Right this minute a thousand farmers are asking "When's *my* tractor coming, and those new machines that were promised me months ago?" It has been hard to take—for farmer and dealer and manufacturer alike.

Every farm operator knows that the Harvester Company has perfected many new products, competently engineered and tested, fully qualified to take to the fields.... Our problem now is to turn them out in quantity production for our millions of customers, from long established plants and from many new factories. Our hope for this new year is to keep assembly lines running without interruption until every man's need is satisfied.

For *winter service work*, and for the *latest news* about new equipment—see your International Harvester Dealer.

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago 1, Illinois

McCormick—One of the great American brand names—leader in farm progress for 116 years.



Fight Soil Erosion! **Soil conservation is every farmer's obligation in 1947. Farmall Tractors and Farmall Equipment are designed for farming *on the contour*.**

Remember that "FARMALL" is a *registered trademark*—Farmalls are made *only* by International Harvester.

Below International Mechanical Cotton Picker. New plant under construction at Memphis, Tenn., will build this machine in limited numbers this year

Below: McCormick Deering 123 SP Self Propelled Combine. Other coming International developments include smaller combines, 2-bottom 2-way plow, sugar beet harvester, tractor touch control, whirlwind terracers, milk coolers, home freezers and refrigerators

Below McCormick Deering One Man Pickup Twine Baler. Production of this most popular baler won't keep up with demand this season. Many other new hay machines are in various stages of development by International Harvester engineers

Below: The New International No. 24 2-row Tractor Mounted Corn Picker. Coming International machines include new 1-row corn pickers and cut-off cane pickers. Spreader for fluid manure and tractor operated power loader now available

INTERNATIONAL HARVESTER

Power Farming Equipment

DOLLS

Standing doll with movable arms. 9 inches tall.

Weight per shipping carton, 26 lbs. 6 dozen in shipping carton or open stock.

12A38—Per dozen.... **$9.00**

Suggested retail price $0.59 each.

Composition fully jointed character baby doll. Painted eyes and lips Complete with diaper. 9 inches tall.

Weight per shipping carton, 20 lbs. 4 dozen in shipping carton or open stock.

12A159—Per doz... **$10.60**

Suggested retail price $0.69 each.

Same as No. 12A159 except colored.

Weight, per shipping carton, 20 lbs. 4 dozen in shipping carton or open stock.

12A0159—Per Doz. **$10.60**

Suggested retail price $0.69 each.

Composition fully jointed baby doll. Painted eyes and lips. Complete with diaper. 12 inches tall.

Weight, per shipping carton 20 lbs. 2 dozen in shipping carton or open stock.

12A40—Per dozen **$13.30**

Suggested retail price $0.89 each.

PLASTIC DOLL

Banner

4¾ inch pink plastic baby doll. Painted features.

Weight per box, 1 pound. Open stock, 3 dozen in box. (We do not break boxes).

4U80—Per doz..... **$1.60**

Suggested retail price $0.10 each.

DOLLS

Composition large kewpie type doll with movable arms. Painted eyes and hairbow. 7 inches tall.

Weight per shipping carton, 26 lbs. 6 dozen in shipping carton or open stock.

12A42—Per dozen.... **$7.00**

Suggested retail price $0.49 each.

PLASTIC DOLL

Irwin

Sitting Doll 2¾ inch sitting type flesh color doll with painted eyes and mouth, fits doll house furniture, cribs, high chairs, etc.

Weight, per box 1 pound. Open stock, 8 dozen in box.

8H1508—Per doz..... **$1.60**

Suggested retail price $0.10 each.

PLASTIC DOLL

Irwin

Plastic Baby Doll 8½ inch doll with moving arms and legs, painted hair and features.

Weight, per dozen 3 pounds. Open stock, 1 only in box.

8H2001—Per doz..... **$13.00**

Suggested retail price $0 79 each.

PLASTIC DOLL

2½ inch jointed plastic Baby Doll. Movable arms and legs.

Weight per shipping carton, — lbs.

6N8—Per dozen..... **$1.60**

Suggested retail price $0.10 each.

FLOATING SPONGE RUBBER TOYS

BOAT

Red sponge rubber Boat that floats 5¼ inches long.
Weight per shipping carton, 22 lbs. 2½ gross in shipping carton or open stock.

2Z1-5—Per dozen **$1.60**
Suggested retail price $0.10 each.

DOG

Red sponge rubber Dog that floats 3½ inches long, 2 inches high.
Weight per shipping carton, 37 lbs. 3 gross in shipping carton or open stock.

2ZD1—Per dozen .. **$1.60**
Suggested retail price $0.10 each.

CAT

Red sponge rubber Cat that floats 2½ inches long, 2¼ inches high.
Weight per shipping carton, 30 lbs. 2½ gross in shipping carton or open stock.

2ZCA1—Per dozen .. **$1.60**
Suggested retail price $0.10 each.

FLOATING SPONGE RUBBER TOYS

DUCK

Red sponge rubber Duck that floats. 3 inches long, 2¼ inches high.
Weight per shipping carton, 33 lbs. 3 gross in shipping carton or open stock.

2ZDK1—Per dozen .. **$1.60**
Suggested retail price $0.10 each.

"POOCHIE " LATEX DOG

Moulded from latex—artfully modelled from life. Screams with delight at the slightest touch. Height, 5¼ ins.

Weight per shipping carton, — lbs.

19C69—Per doz.... **$12.00**

Suggested retail price $0.75 each

"SQUEEZE-ME" TOY ASSORTMENT

New latex rubber toy with rubber whistle. Assorted styles: Happy the Rabbit, Perky the Pup, Squawky the Duck, Chubby the Pig. Sanitary cellophane container. Toy is 5½ inches tall, has painted features. Harmless dyes used exclusively.

Weight, per shipping carton 10 lbs.
1 dozen in box.
6 dozen in shipping carton.

1Z12—Ass't of 1 dozen **$5.60**

Suggested retail price $0 39 per character.

PORKY PIG

Sunruco

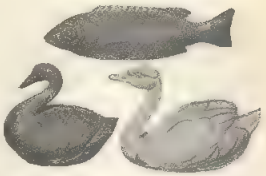
Made of flesh color rubber, with ears, mouth, eyes, nose, cheeks, tie and jacket. Toes decorated, 5¾-ins. high in standing position. Metal voice in foot. Each in cellophane bag.

Weight, per shipping carton 4 lbs.
1 dozen in shipping carton.

6V11010—Dozen.... **$11.20**

Suggested retail price $0 69 each.

FLOATING TOYS



Celluloid floating toy assortment consists of: Fish, Duck and Swans. Pink or blue. Approximately 5½ inches long.

Weight, per box 1¼ pounds.
2 dozen ass't in box.
(We do not break boxes)

8H233-310—Ass't of 2 dozen..... **$7.20**

Suggested retail price $0.25 each.

THE BIGGEST NAME

IRWIN

IN PLASTIC PLAYTHINGS

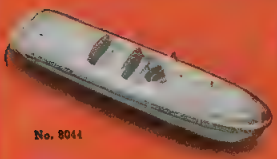
TOYS FOR SEAFARERS

No. 8060 Mechanical Motorboat

No. 100 S.B. Plastic Sail Boat

SALES LEADERS for SPRING and SUMMER

This Irwin Line includes almost every type of sea-going craft . . . mechanical Motor Boat, Sail-Boat, Mystery Boat and Canoes — all designed and priced for worthwhile profits and speedy turnover. Made of extra-heavy, non-flam plastic for the greatest eye-appeal and enduring play-value . . . *Be sure to get your orders in early so that you'll be ready for Spring and Summer selling . . .*



No. 8044

No. 8059 Mystery Boat

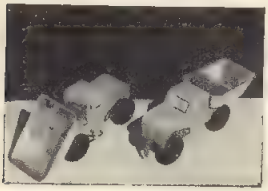
No. 8050

LARGEST EXCLUSIVE PLASTIC TOY FACTORIES IN THE WORLD

IRWIN CORPORATION

OFFICES—27 WEST 23rd STREET . . . . . NEW YORK, N. Y.
SHOWROOMS—295 FIFTH AVENUE, NEW YORK . . . . . ROOM 836
PLANTS—PITCHER, [illegible] CHRISTOPHER, MINN. . . . . KEENE, N. H.

MECHANICAL DUMP TRUCK



Mechanical wind up automatic operating dump truck. Body dumps when truck strikes object. Substantail metal construction. Will run 25 feet on one wind up. Length 7¼ inches, width 2½ inches, height 2¾ inches. Wheels 1½ inch plastic with metal axles. All rolled edges—no sharp edges.

Weight, per shipping carton 27 lbs.
12 to a box.
6 dozen in shipping carton.

3S1600—Per doz. **$9.80**

Suggested retail price $0.59 each.

DELUXE MECHANICAL SEDAN

Thick plastic body. Front wheel drive. Enclosed motor. Rubber wheels. Assorted colors.

Weight per carton, — lbs.
Individually boxed.
1 dozen in shipping carton.

1J110—Per doz..... **$11.20**

Suggested retail price $0.69 each.

MECHANICAL DUCK

Mechanical Duck lithographed in brilliant colors. 4 inches high.

Weight, per shipping carton 11 lbs.
½ gross in shipping carton.

6R151—Per doz... **$4.80**

Suggested retail price $0.29 each.

SPEEDWAY MECHANICAL RACER

Thick plastic body. Front wheel drive. Enclosed motor. Rubber wheels. Assorted colors.

Weight, per carton — lbs.
Individually boxed.
1 dozen in shipping carton.

1J100—Per doz..... **$11.20**

Suggested retail price $0.69 each.

MECHANICAL STATION WAGON

Irwin

12½ inches long, 4¼ inches wide, 4¼ inches high. Replica of 1947 Chrysler Town and Country Car, luggage rack on top with 2 plastic bags, lifting trunk rack with extra tire inside, front wheels adjustable so that car can go in circles. long winding spring motor, 3 color combination,

Weight, per gross 144 lbs.
1 dozen in carton.

8H104—Per doz... **$36.80**

Suggested retail price $2.29 each.

MECHANICAL PENGUIN

Mechanical Penguin lithographed in brilliant colors. 4 inches high.

Weight, per shipping carton 11 lbs.
½ gross in shipping carton.

6R152—Per doz... **$4.80**

Suggested retail price $0.29 each.

MECHANICAL BEAR

Mechanical Bear lithographed in brilliant colors. 4 inches high.

Weight, per shipping carton 11 lbs.
½ gross in shipping carton.

6R155—Per doz..... **$4.80**

Suggested retail price $0.29 each.

MECHANICAL PIG

Mechanical Pig lithographed in brilliant colors. 4 inches high

Weight, per shipping carton 11 lbs.
½ gross in shipping carton.

6R156—Per doz. ... **$4.80**

Suggested retail price $0.29 each.

CLIMBING MONKEY

Monkey measures 9½ inches long, 3 inches wide. String measures 47 inches. A fascinating action is obtained when the string is pulled. Two metal rings attached to ends of string to facilitate handling. The monkey climbs up the string with the aid of his hands and feet. When the tension is released he performs the same action downward. Sturdily constructed of steel and finished in bright assorted colors.

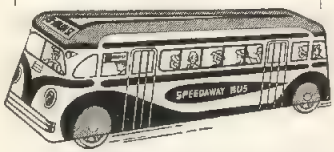
Weight per shipping carton, 16½ lbs.
1 in a box.
3 dozen in shipping carton.

C5—Per dozen..... **$11.50**

Suggested retail price $0.69 each.

SPEEDAWAY BUS

Wolverine



Equipped with mystery motor. As fascinating in action as it is impressive in appearance. Pressing down on the back of the roof starts this bus on a speedy run for a great distance. Nothing to get out of order—no battery, no key, no winding. Attractive lithographing provides an exact duplicate of newest buses. Length 14¼ inches.

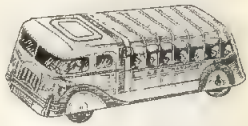
Weight, per shipping carton 35 lbs.
Individually boxed.
2 dozen in shipping carton or Open Stock.

W26—Per dozen.. **$16.00**

Suggested retail price $1.00 each.

ARMY TRANSPORT

Wolverine



Army transport equipped with mystery motor. No battery, no key, no winding. Pressure on back of top sends this Army Transport on a speedy run for a long distance.

Enduringly constructed, realistically lithographed. Length 14½ inches.

Weight, per shipping carton 32 lbs.
Individually Boxed.
2 dozen in shipping carton.

W21—Per dozen.. **$15.00**

Suggested retail price $1.00 each.

MYSTERY KITTY KAT

Marx

8½ inches long overall For tots to small to wind up mechanical toys. Has a mystery motor which operates by pressing down Kitty's tail. Just press the tail down and release. Cat will proceed to run forward playfully with wooden ball between his paws. Attractively colored metal.

Weight per shipping carton, 16 lbs.
1 in a box.
2 dozen in shipping carton.

C358—Per doz..... **$16.00**

Suggested retail price $1.00 each.

Jane Russell—United Artists

Economists say diamond prices are now below normal cost of replacement

Thirteen rings illustrated in Yellow Gold on opposite page are now available in 14K WHITE GOLD at the same prices. See list below.

Yellow Gold Number for Identification	Order White Gold by This Number	Retail Price Plus Tax
12224 M9475	12311 M9475	$142.50
12225 M10350	12312 M10350	155.00
12229 M21775	12313 M21775	326.50
12234 M11125	12314 M11125	167.00
12235 M22375	12315 M22375	335.00
12236 M13625	12316 M13625	205.00
12237 M23500	12317 M23500	352.50
12238 M12650	12318 M12650	190.00
12239 M21350	12319 M21350	320.00
12241 M4850	12320 M4850	72.50
12119 M1275	12145 M1275	19.25
12243 M6300	12321 M6300	95.00
12106 M2950	12132 M2950	45.00

All diamonds are AAA quality. Prices shown are retail . . . federal tax of 20% extra. Be sure to state ring size desired. For quick way to tell correct size, see index under Ring Sizes.

It takes just one minute to attach a hydraulic-lift implement to "Jeep" equipped with hydraulic unit. So easy a boy can do it. Hydraulic-lift unit can be installed in any Universal "Jeep" at Willys-Overland dealers.

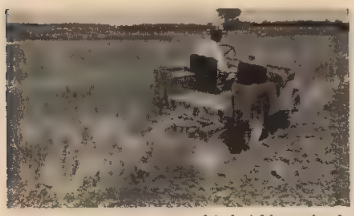
YES you can use Hydraulic-Lift Implements with the UNIVERSAL 'Jeep'

The Universal "Jeep" has proved its all-purpose, all-year usefulness on thousands of farms and ranches . . . proved that it is the most versatile farm motor vehicle.

With a "Jeep" you can operate the new hydraulic-lift equipment or conventional drawn implements, whichever fits your needs.

Ask your Willys-Overland dealer about hydraulic units and hydraulic-lift plows, harrows, rakes and other implements made for use with the Universal "Jeep".

Willys-Overland Motors, Toledo, Ohio
MAKERS OF AMERICA'S MOST USEFUL VEHICLES



With its mighty "Jeep" Engine and 4-wheel-drive traction, the Universal "Jeep" serves efficiently as a light tractor—1200 lb. continuous drawbar pull, with reserve power. Note in picture the clean, even-depth furrow cut by hydraulic-lift plow.

Hydraulic-lift implements are raised and lowered by control on dash. Highway speed and 2-wheel-drive economy of the "Jeep" save time and money taking implements to the field and returning them to protective cover for the night.

With 2- or 4-wheel drive, your "Jeep" serves you also as a pick-up or tow truck for hauling off or on the road. No other farm vehicle does so many jobs.

With power take-off, the "Jeep" operates hammer mills, ensilage cutters and other belt- and shaft-driven equipment. Hydraulic lift does not interfere with take-off.

GET A UNIVERSAL 'Jeep'

The 'Jeep' works around the clock, around the year, to save time and money

SHOOT UP your Xmas SALES

$15 RETAIL price complete with home shooting gallery. (Slightly higher west of Rockies.)

with the *Amazing Harmless Gun* that was written up in **LIFE**

Nothing like the Johnson Indoor Target Gun ever hit the sports market before!

So *harmless* the pellets won't even puncture a balloon.

So *accurate* you can put five shots in a ¾ inch group at 25 feet (that's as accurate as a fine target rifle, brother). Corrects for elevation and windage, too.

So *sensational* that LIFE Magazine (with 26,000,000 readers) devoted 3 picture pages to it in the June 30th issue.

Get set for a bigger sports Xmas — feature this amazing new Gun that has a 3-way appeal.

IT'S A SALES NATURAL

for parties — for kids — for shooters

Sell The Johnson Target Gun — complete with home-shooting gallery — for a fascinating year-round game. Sell it for kids — safe to use around the house. Sell its unique real-rifle features — for learning and practicing actual rifle shooting.

NATIONALLY ADVERTISED

in American, Esquire, Outdoor Life, Boy's Life, Open Road for Boys, American Rifleman.

Complete Home Shooting Gallery

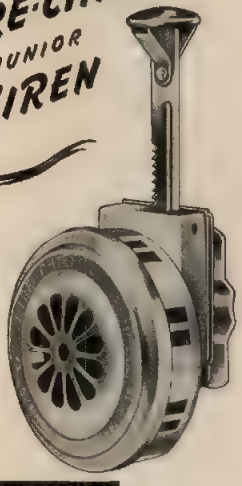
Eye-arresting 29-inch box includes everything — pellets, targets, shot-saver backstop, extra propulsion units — all in one package. Saves your clerks selling time. Rings up $5 to $6 profit on every sale.

If your jobbers can't supply you — write us for complete details.

johnson INDOOR TARGET GUN

JOHNSON AUTOMATICS, INC., Dept. P-2, 84 State St., Boston 9, Mass.

FIRE-CHIEF JUNIOR SIREN



For "Traffic Control" Where Toys are Sold

Retails under $1.00

The only siren in the Toy Department. Low price opens the door to the mass market. Every child can have one on wagon, scooter, velocipede.

Attractively Packaged

Individual colorful cartons facilitate merchandising displays and enhance gift value.

Just Like Big Ones

Fire Chief Junior Siren has the same tone value, same mechanical principle as big sirens.

A Quality Product

Made of drawn steel, accurately balanced brass gears, piano wire springs. Nickel plated. Complete with bracket and screws.

All You Want—Now

Not next month, not next year but immediate shipment of any quantity.

Part No. 4326—Height 4¾", Width 2½", Weight 4 oz. Each individually packaged.

PHONE — WRITE — WIRE

TOLEDO GUILD PRODUCTS, INC.
515 MADISON AVE., TOLEDO 4, OHIO
666 LAKE SHORE DRIVE, CHICAGO 11, ILL.

IDEAS and LACES

and BEAUTIFUL FACES

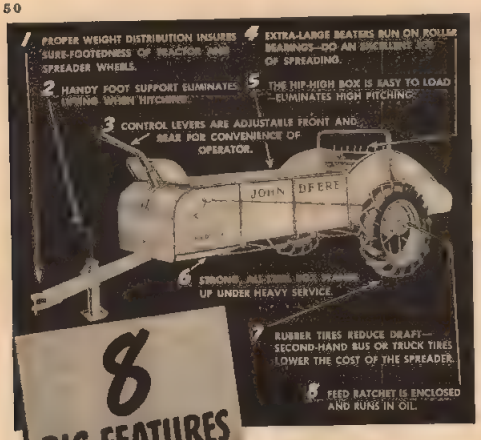
that's what JOLLY DOLLS are made of!

Fine quality materials . . .
Distinctive personality designs . . .
are the secret selling formulae
of Jolly Dolls.

Cotton Stuffed Baby Dolls
Full Composition Girl Dolls
Soft Stuffed Dolls and Animals
and WONDERSKIN BABIES
with "The Skin She'll Love to Touch"

JOLLY TOYS, inc.
Manufacturers

Factory and Office—71 Fifth Avenue, New York 3, N. Y.—GRamercy 7-0155
Showrooms—Broadway at 29th Street—Hotel Breslin—Room 216


1 PROPER WEIGHT DISTRIBUTION INSURES SURE-FOOTEDNESS OF TRACTOR AND SPREADER WHEELS.
2 HANDY FOOT SUPPORT ELIMINATES STOOPING WHEN HITCHING.
3 CONTROL LEVERS ARE ADJUSTABLE FRONT AND REAR FOR CONVENIENCE OF OPERATOR.
4 EXTRA-LARGE BEATERS RUN ON ROLLER BEARINGS—DO AN EXCELLENT JOB OF SPREADING.
5 THE HIP-HIGH BOX IS EASY TO LOAD ELIMINATES HIGH PITCHING.
6 STRONG, ALL-STEEL BOOM PLATES UP UNDER HEAVY SERVICE.
7 RUBBER TIRES REDUCE DRAFT—SECOND-HAND BUS OR TRUCK TIRES LOWER THE COST OF THE SPREADER.
8 FEED RATCHET IS ENCLOSED AND RUNS IN OIL.
JOHN DEERE

8 BIG FEATURES that insure A BETTER TRACTOR SPREADER

No other tractor spreader gives you so many truly worthwhile features as this John Deere Model "H" Tractor-Drawn Spreader. It's a spreader you can use every day in the year—in good weather or bad. It turns short and runs light. It's rugged, long-lived, easy on your pocketbook.

See your John Deere Dealer about getting a John Deere Model "H" Spreader for your farm. A *free* folder will be mailed upon request.

JOHN DEERE, Moline, Ill.

Now Is The Time To:

Break cornstalks.
Disinfect seed grain.
Test seed gage on grain drill.

better on good soil, it makes a good showing on poorer land.

Kentucky 31 fescue quickly forms a firm sod, and appears to be an answer to the southern stockman's need for a winter grazing crop. Last fall, C. Kirkpatrick, Jr., of Christian County, Ky., had 75 head of sheep on a 35-acre field of the fescue he had planted six weeks before. One of his neighbors, Henry V. Thomas, has found that this non-legume crop is a good partner of ladino clover. Although the grass grows fast, Thomas says that the ladino clover holds its own.

Kentucky is still the leading state in growing the fescue, and any requests for seed or further information can be sent to Wm. C. Johnstone, Kentucky Extension Service, Lexington 29, Ky. Seed production is gaining, and Johnstone estimates more than a half million pounds (seeding rate 10 to 15 pounds an acre) will be harvested in 1947.

2, 4-D Affects Seed

Although you can use 2,4-D to kill weeds in small grains, there is danger that grain from those fields won't be good for seed.

At Iowa State College, small grain harvested from plots sprayed with 2,4-D germinated slowly and unevenly. And many of the grains which did germinate produced weak seedlings that probably wouldn't live in the field.

The Iowa tests also indicate that caution must be used when corn is sprayed with 2,4-D to kill weeds. When only the lower leaves were sprayed, yields weren't affected. But when the whole plant was sprayed, the stalks were 2 feet shorter and yields were cut 25% to 50%.

Because the 2,4-D speeds up the growth of the plants, food reserves are used up and the entire plant-structure is affected.

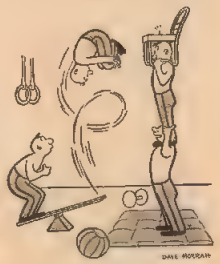
-the Greatest Value in America!

FREE! "USEFUL KNOTS AND HOW TO TIE THEM"—

helps you to make ropes work better and last longer. Write Plymouth Cordage Co., Plymouth, Mass., for your free copy.

PLYMOUTH Cordage Products

THE ROPE YOU CAN TRUST BECAUSE IT IS ENGINEERED FOR YOUR JOB

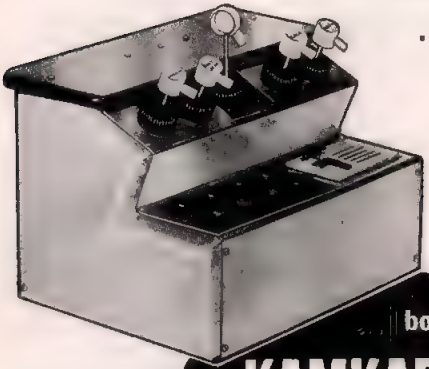


"Watch his face when he lands, Bill—it's going to be good."

the whole country's RAVING about

the **SODA FOUNTAIN***

... and it really WORKS!



From tot-to-teen, from New York to Kalamazoo . . . there isn't a child alive who won't turn head-over-heels for this wonderful new toy.

It's shiny, sturdy aluminum, with a bright red counter, plus four real syrup pumps of sparkling white plastic, plus one soda-water pump in the center, plus ice-cream holds with black plastic covers.

Everyone who's seen it says, "I'll sell all I can get"

both

KAMKAP FIRSTS

you bet

they're still AMAZED by

the **TOM THUMB CASH REGISTER**

Selling faster than ever . . . and it's been building volume for a long time! A precision-made miniature of a standard cash register, a bell rings when a key is pressed, the cash drawer pops out, amount indicator shoots up behind glass window on top. Constructed of heavy gauge steel with aluminum trim, and baked-on, bright red, green, or blue enamel. White plastic keys register from 1¢ to $1.00 and no sale.

*PAT. PENDING

KAMKAP, INC. 200 FIFTH AVENUE, NEW YORK 10

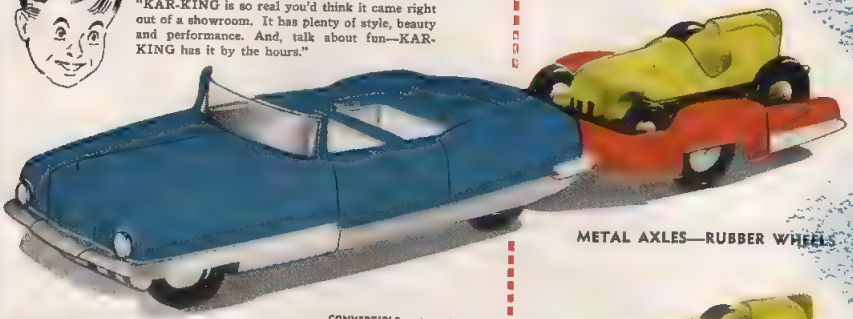
KAR KING

THE ARISTOCRAT OF TOY CARS

Ask the boy who owns one!

Ask any one of the thousands of boys who own KAR-KING and they'll all tell you the same. "KAR-KING is so real you'd think it came right out of a showroom. It has plenty of style, beauty and performance. And, talk about fun—KAR-KING has it by the hours."

ALL PLASTIC—BEAUTIFUL—DURABLE



METAL AXLES—RUBBER WHEELS

1 THE CONVERTIBLE

CONVERTIBLE — two-tone body, blue and white — aluminum painted headlights and bumpers.

2 SPEEDWAY CHAMPION

In two colors — red or yellow with aluminum painted exhaust pipe.

3 RACER TRANSPORT TRAILER

In two colors — red or yellow with aluminum painted trimmings.

Sensational 3 in 1 Toy

SUGGESTED RETAIL PRICE $3.98

One boy tells another about KAR-KING and another sale is made. It's that easy because KAR-KING *is* different.

Here's the finest 3-in-1 car combination to delight any boy. Three units—scale-built models of latest convertible, racer and trailer. Look at the sleek lines—modern design —the very latest from the highway to the speedway.

All 3 units are molded plastic, finest craftsmanship, sturdy construction, beautifully finished in eye-appealing colors.

Year 'round appeal—and priced to sell

ATTRACTIVELY PACKAGED
F.O.B. MILWAUKEE

ORDER BY NUMBER—KAR-KING No. 800

SPECIFICATIONS

UNIT	LENGTH	WIDTH	HEIGHT
CONVERTIBLE	12"	5½"	3¼"
RACER	6¼"	3½"	2¼"
TRAILER	7¾"	5"	1¾"

THE GLEN DIMENSION CO., INC.

2631 South 31st Street Milwaukee 7, Wisconsin

AT THE THOUSAND ISLANDS

MERCIER'S SHIPYARD

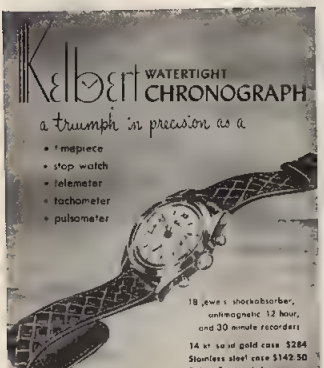
CHRIS-CRAFT DISTRIBUTORS • ZOBEL SEA SKIFFS
YACHT BROKERAGE • STORAGE • REPAIRS

GEO. W. MERCIER, Inc., CLAYTON, N. Y.

Kelbert WATERTIGHT CHRONOGRAPH

a triumph in precision as a

- timepiece
- stop watch
- telemeter
- tachometer
- pulsometer



18 jewels shockabsorber, antimagnetic 12 hour, and 30 minute recorders

14 kt. solid gold case $284
Stainless steel case $142.50
Federal Tax included

Other outstanding models more moderately priced
At selected jewelers
Catalog sent on request

KELBERT WATCH COMPANY, INC. • 608 Fifth Ave., New York 20, N. Y. Dept. 34B

BAYOU CHICO forms the southwestern boundary to the City of Pensacola. It is about 50 yards wide at the entrance and for the quarter mile below the bridges. One of these is a railroad bridge, and the other is the highway bridge by which the highway to the Naval Air Station crosses. Both are constantly manned and give prompt service to water traffic. The bayou gives complete protection from any weather. Just below the bridges is the Pensacola Yacht Basin flaunting a large sign which can be seen far out into the bay, which makes it easy to locate. This basin is operated by Captain G. W. Adams, and has a gas dock, covered wells, and a small amount of outside dock space. Just above the bridges is The Harbor, operated by a Mr. Marshall and offering similar service. In the immediate vicinity are several ways and yards capable of hauling up to medium sized ships. Any service or item of supplies required by yachtsmen can be obtained in Pensacola. From the bayou there is 10-minute bus service to downtown Pensacola, and the ride takes about 15 minutes.

Located on the upper part of the bayou is a plant which extracts turpentine from waste pine cuttings, and sufficient waste turpentine is dumped into the bayou to banish all barnacles and worms from the waters. The turpentine may dirty the waterline slightly, but it kills or discourages marine pests.

Also located above the bridges is one of the largest mahogany mills in the country. A busy little tug works most of the time towing mahogany logs in rafts from the main harbor, where they are brought by ship from Central America, up into the bayou.

The Runyan Boat Yard, just across the bridge from the yacht basin, has an almost steady program of repair on fishing vessels. Most of these vessels fish off the Mexican Coast. The Skipper found an interesting diversion inspecting these vessels and the methods of repairing them. Charter boats, or Captains, are always available for fishing expeditions and some good catches are brought in.

During our stay we inspected the downtown waterfront, including facilities of the Pensacola Yacht Club, and you may be sure that any time we stop at Pensacola it will be in Bayou Chico.

Pensacola has many points of historical interest, and the Board of Commerce will furnish a city map and other literature locating

(Continued on page 264)

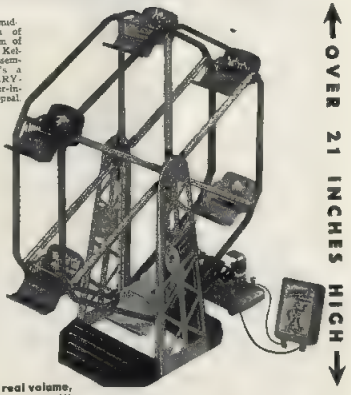
For Christmas Selling! For ALL-YEAR Selling!

KELMAR'S Pow'r House CARNIVAL GROUP!

All the thrill of the midway! The fascination of toys that GO! The fun of assembling them from Kelmar's Pow'r House Assembly Kits. Yes, here's a line that has EVERYTHING for youngster-interest and sales appeal.

Pow'r House Ferris Wheel, Airplane Whirl, Sky Ride, and Motor, each come in colorful lithographed boxes to delight any youngster's eye. All parts are correctly engineered, precision made and easy to assemble. Each comes complete with instruction book. The line is absolutely UNIQUE! Nothing like it on the market

Pictured are only TWO of the Carnival Group which may all be powered by the Pow'r House Motor.



OVER 21 INCHES HIGH

Feature Kelmar's Pow'r House Carnival Group for real volume, high profits, and, above all—REPEAT BUSINESS! Order NOW!

KELMAR *Corporation* 2169 S. 1st Street • Milwaukee 7, Wis.

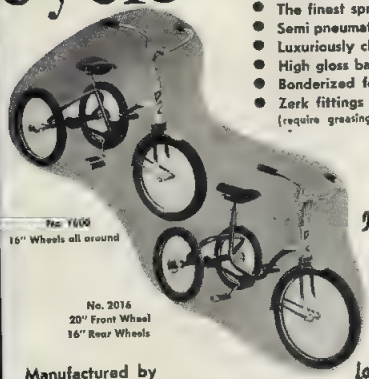
Gearcycle

The new tricycle is "TERRIFIC" because it is driven by precision gears like an automobile, no chains to break, no chains to tear or dirty children's clothing

Reg. U.S. Pat. Off.

Gear your sales to this winning combination

- Torrington pedals
- The finest spring saddles
- Semi pneumatic tires
- Luxuriously chromed parts
- High gloss baked enamel
- Bonderized for rust proofing
- Zerk fittings in the housings (require greasing according to use)



No. 1600
16" Wheels all around

No. 2016
20" Front Wheel
16" Rear Wheels

It's not too late to order now for the Holidays

Manufactured by
Wasserman Cycle Corp. 1133 Broadway, New York 10, N. Y.

★AMAZING ACCEPTANCE!

The BIG VALUE item that is smashing all sales records!

THE SENSATIONAL

POW'r POP PISTOL

★ **Beautiful, Safe, Durable!**
★ **Shoots Corks Accurately!**
★ **Emits a Resounding "POP"!**

When we first announced this spectacular value we knew it would be a winner. But the demand has been astounding! Case of handsome, heavy plastic . . . working parts precision built of quality steel. Powerful action . . . straight shooting . . . absolutely SAFE. Smartly boxed—packed 36 boxes to a carton.

★TO RETAIL FOR... 50c

KELMAR *Corporation* 2169 S. 1st Street • Milwaukee 7, Wis.

MARCIE DOLLS

"DISTINCTIVE . . . . . DISTINGUISHED"

The Verdict of Toy Buyers . . . Everywhere

"SCARLETT"—One of the 12 new, unbreakable all plastic dolls . . . 8" TALL. New members of the MARCIE Family

MARCIE COSTUME DOLLS

ARE OUTSTANDING IN VALUE, CHARM AND AUTHENTICITY

FEATURED IN 3 SIZES

15"	12"	8"
With Moving Eyes, Elaborate American Gowns	Foreign Costumes 18 Countries Represented	Made of Unbreakable Plastic Gorgeous Costumes

WRITE FOR ILLUSTRATED FOLDER

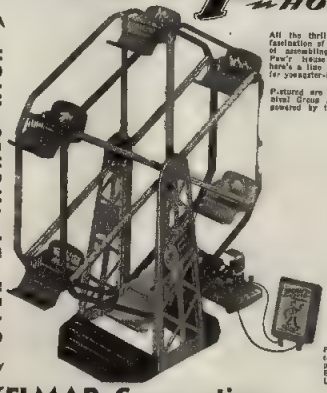
A. & H. DOLL MFG. CO.

48-14 43rd AVENUE, LONG ISLAND CITY 4, N. Y.

They're BIG! They're REALISTIC! They're COLORFUL!

KELMAR'S Pow'r House CARNIVAL GROUP

OVER 21 INCHES HIGH



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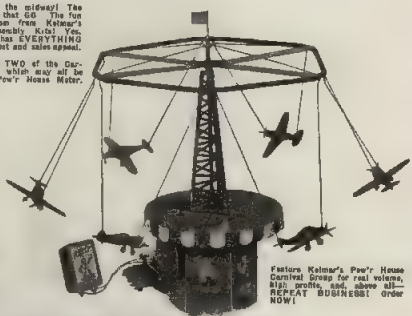
Featured are only TWO of the Carnival Group . . . which may all be powered by the Pow'r House Motor.



Feature Kelmar's Pow'r House Carnival Group for real volume, high profits, and, above all—REPEAT BUSINESS! Order NOW!

Pow'r House Ferris Wheel, Airplane Whirl, Sky Ride and Motor, each come in colorful lithographed boxes to delight any youngster's eye. All parts are correctly engineered, precision made, and easy to assemble. Each comes complete with instruction book. The line is absolutely UNIQUE. Nothing like it on the market.

KELMAR Corporation 2169 S. 1st Street • Milwaukee 7, Wis.

Breaking into the
BIG TIME
DIPPY BIRD
WIRE—WRITE—PHONE—AT ONCE for SPECIAL DEALER'S discounts! OFFER IT FIRST in your territory!
. . . A NEW, improved DIPPY BIRD at a sensationally low price! Moulded plastic construction with flock covered head in two-tone bright blue or red FAST in action . . . FUNNY to watch . . . APPEALING to any one! The very latest in design and construction.
MORE for your MONEY at LESS COST!
Actual Size: 5" with stand
Weight . . . 2 lbs. per doz.
Shipped: F.O.B. Philadelphia
Packed: . . . . . Individually in 2 to 6 doz. cartons
DELIVERY: . . . . Immediate
Suggested Retail Price 98¢
GREENBAUM & KISS
MANUFACTURERS OF NOVELTIES
2903 N. 12th ST., PHILADELPHIA 33, PA.

For Christmas Selling! For ALL-YEAR Selling!

KELMAR'S Pow'r House CARNIVAL GROUP!

All the thrill of the midway! The fascination of toys that GO! The fun of assembling them from Kelmar's Pow'r House Assembly Kits! Yes, here's a line that has EVERYTHING for youngster-interest and sales appeal.

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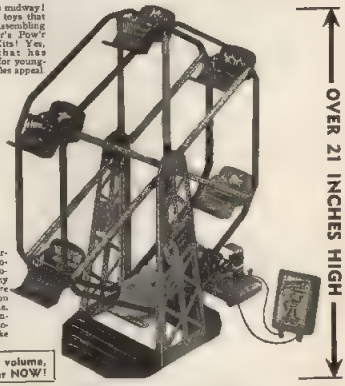


OVER 21 INCHES HIGH

Feature Kelmar's Pow'r House Carnival Group for real volume, high profits, and, above all—REPEAT BUSINESS! Order NOW!

KELMAR *Corporation* • 2169 S. 1st Street • Milwaukee 7, Wis.

Dancin' Sam

HERE'S A REAL VOLUME SELLER

...the funny-funny dancing man...

Everyone laughs—and BUYS. This funny dancing man is full of tricks. Just hold the stick, tap the board and watch him dance. Buck-n'-wing, jive, etc. Grand for parties, too. Attractively colored. Individually boxed in eye-catching display package, complete with dancing board and instructions. A big profit maker.

DEALER'S PRICE
$6.40 per doz.
Shipping Weight—6 lbs. per doz.

Write today for illustrated price list of our many fast selling specialties

Nockonwood Industries, Inc.

DEPT. T, BLOOMFIELD, IOWA

President

Headquarters for fast-selling JEWELRY, NOVELTIES and HAIR ORNAMENTS

From our complete line of Jewelry for men, women and children, we offer these novelty items for the Juvenile trade.

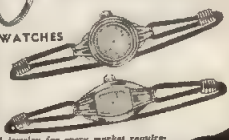
KIDDIE'S "SPARKLER"
Copied from expensive originals. Packed in handsome display cases, assorted sizes. 5 doz. to a case.

To RETAIL at 10c & 25c

TOY WRISTWATCHES

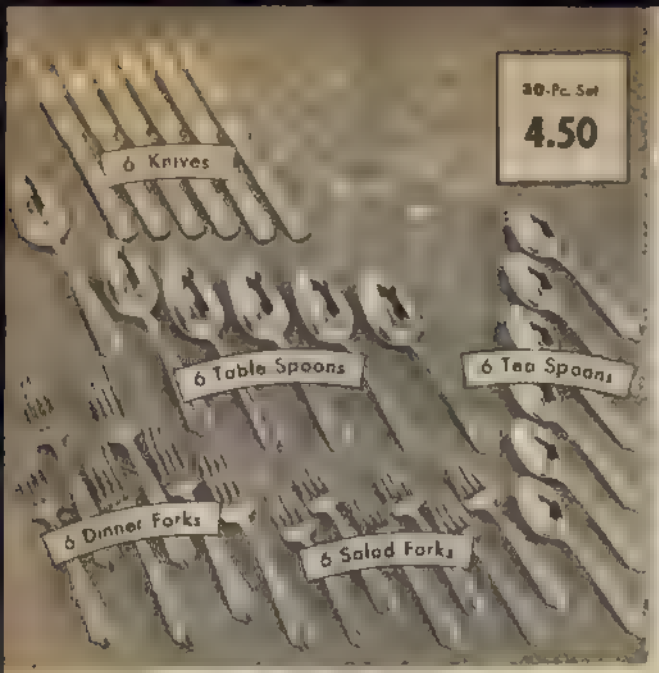
Look like the real thing. 2 smart styles—octagonal and round. Elasticized ribbon bands individually carded.

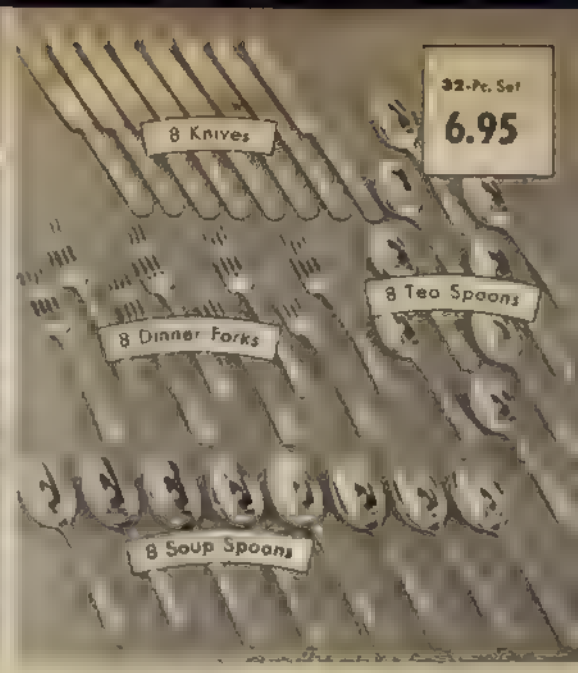
To Retail at 10c



Special lines of jewelry for every market requirement—from 25c per doz. to $54.00 per doz.

PRESIDENT NOVELTY & JEWELRY CO., INC.
1220 BROADWAY, NEW YORK 1, N. Y.





Budget-Buys for Christmas Tables!

Stainless Steel Set for 6

- *Rare offer! 6 SALAD FORKS in this set!*
- *Plus regular spoons, knives, dinner forks*
- *Modern in design for smart table settings*
- *Smooth finish—won't tarnish or rust*
- *Knife blades with chrome-plated handles*
- *Takes hard wear—ideal for everyday use*

Complete—even to 6 salad forks—and only $4.50!

30-Pc. Set: 6 teaspoons, 6 soupspoons, 6 dinner forks, 6 salad or dessert forks and 6 knives.
79J 4712. 30-Pc. Set. (2 lbs. 10 oz.) **4.50**

ORDER ANY OF THESE ITEMS NOW— PAY FOR THEM ON CONVENIENT TIME PAYMENTS

SEE PAGE 185

Stainless Steel Set for 8

- *Long-wearing heavyweight stainless steel*
- *Smooth-finish won't tarnish or rust*
- *Lustrous handles attractively decorated*
- *Stay bright through years of hard use*
- *Never need polishing or scrubbing*
- *Sharp blades firmly attached to handles*

Outstanding buy for women who want value!

32-Pc. Set: 8 teaspoons, 8 soupspoons, 8 dinner forks, 8 knives. Order the set today.
79J 4709. 32-Pc. Set. (2 lbs. 14 oz.)..... **6.95**

24-Pc. Cutlery Set

- *Good quality, gala plastic handles*
- *Highly-polished stainless steel bases*
- *Handles, bases held by lead holsters*
- *Budget priced—only 4.59—ideal gift*

24-Pc. Set: 6 teaspoons, 6 soupspoons, 6 forks, 6 knives. **Color:** Red or Ivory.
79J 4711. State color. (2 lbs. 8 oz.) **4.59**
Chest. Heavy Kraft paper. Holds 24-36 pcs.
79J 4705. Size: 12x10x2¾ in. (3 lbs.) **1.29**

KENT Coffeemaker Set

- *7-Pc. Set, easy-on-the-budget price*
- *16-cup brew by using extra bowl*
- *Heat-resistant crystal glass body*
- *Famed Kent filter for clear coffee*

7-Pc. Set: Coffeemaker with Kent filter; extra lower bowl; matching creamer and sugar; mirrored-bottom plastic tray; plastic cover; measuring cup. Top Value!
A78J 3217. Coffeemaker Set. (9 lbs.) **6.95**

SUNBEAM Coffeemaster

- *Beautiful server—chrome plated*
- *Brews automatically—then shuts off*
- *Makes one cup or 8 (5 oz.) cups*
- *Patented built-in SUNBEAM stove*

Brew coffee electrically—fast, tasty, clear—in this coffeemaster. Complete with cord—Underwriters approved. For 110-120 volts, 60 cycles A. C. only.
A78J 3206. Coffeemaster. Postpaid **28.75**

SEE OUR NEW ELECTRICAL APPLIANCES ON PAGES 155-162

Gift Silver

Wm. Rogers ☆

75-pc. Set
Service for 12

***32.95**

- *"Society" pattern at low price*
- *Extra layer of silver at wear points*
- *Silverplated nickel alloy base*

Add warmth and beauty to your table with classic Wm. Rogers "Society" service. Every piece you'll ever need in a wonderful low price that belies the rich craftsmanship, the slender tapering handles, the dependable quality, the soft polish.

75-pc. service for 12: 24 tea spoons, 12 oval soup spoons, 12 dinner forks, 12 salad forks, 12 dinner knives, 3 serving spoons.
V79J 4504M. Shpg. wt. 7 lbs. **32.95**

Anti-tarnish chest. Holds up to 144 pieces. Size 19" x 14" x 8¾" h.
79J 4505M. Chest. Shpg. wt. 6 lbs. **5.95**

***51.00** Service for 6 in chest

Community

***34.75** Service for 6 in chest

1881 ROGERS by ONEIDA LTD

- *Lovely 'Morning Star' newest of four graceful patterns*
- *Extra silver layer at wear points, anti tarnish wood chest*

Key your table to beauty with the proud elegance of Community's exquisite Nickel Silver, heavily plated with pure silver on each piece. Every piece has excellent balance, proper proportion, workmanship.

38-pc. set: 6 tea spoons, 6 soup spoons, 6 salad forks, 6 dinner forks, 6 knives, butter knife, sugar spoon. Postpaid.

V79J 4506	Coronation Dinner Style	51 00
V79J 4507	Coronation Spoke Style	51 00
V79J 4508	Milady Dinner Style	51 00
V79J 4509	Milady Spoke Style	51 00
V79J 4510	Lady Hamilton Dinner Style	51 00
V79J 4511	Lady Hamilton Spoke Style	51 00
V79J 4512	Morning Star Dinner Style	51 00
V79J 4513	Morning Star Spoke Style	51 00

40-pc. service: 8 tea spoons, 8 soup spoons, 8 salad forks, 8 dinner forks, 8 luncheon knives, 2 serving spoons, sugar and butter knife. Anti-tarnish chest. Postpaid.

V79J 4515	Deluxe Dinner Style	34 75
V79J 4516	Deluxe Spoke Style	34 75
V79J 4517	Surf Club Dinner Style	34 75
V79J 4518	Surf Club Spoke Style	34 75
V79J 45 9	Regent Dinner Style	34 75
V79J 4520	Regent Spoke Style	34 75

Authentic DICK TRACY TOMMY GUN

Check These
EXCLUSIVE FEATURES:

- Fire Red Flash Action
- Flash-Lite Beam
- Realistically Styled to Look Like Genuine Police TOMMY GUN
- Regulated Automatic Repeater Action
- All Heavy Cast Aluminum; Precision Detailed; Copper Alloy Hardened
- Real Gun-Metal Finish
- Complete with Police-Type Shoulder Strap
- Boxed in New Colorful Dick Tracy Carton
- 20 Million Pages of Tommy Gun Advertising Have Appeared from Coast to Coast

$3.98 RETAIL SELLING PRICE MAINTAINED

IMMEDIATE DELIVERY

Usual Trade Discounts to Dealers, Department Stores and Jobbers.

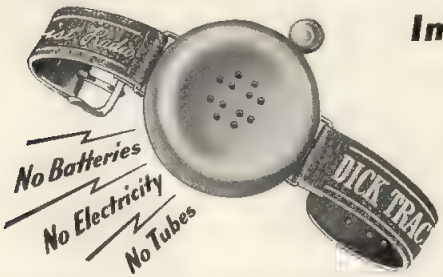
© New York News Syndicate

CASH IN ON THE WORLD-WIDE FAME OF DICK TRACY, AMERICA'S FAVORITE DETECTIVE!

Here are two sure-fire toys that every boy in America wants, and every adult is more than willing to buy! Because these are real "law and order" toys, their popularity is universal. Here's a gun that looks and sounds like the real thing, but is absolutely harmless. And the Wrist Radio *actually works!* A child can actually transmit his voice over short distances and receive regular broadcasts up to 50 miles away! Both nationally advertised, thousands and thousands of these Tommy Guns and Wrist Radios have been sold. Here's your chance to clean up selling thousands more.

PRICED FOR BIG VOLUME AND LONG PROFITS

Genuine DICK TRACY WRIST RADIO



Immediate Delivery

$3.98 RETAIL SELLING PRICE MAINTAINED

Usual Trade Discounts to Dealers, Department Stores and Jobbers.

- Price includes Aerial and Ground connector wires
- Wear it like a watch; listen in like a radio
- Scientifically engineered, solidly built
- No batteries, no electricity, no tubes

ORDER TODAY

KISCO PRODUCTS, INC.

180 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS

Here's Your BIG Outdoor Light

You can't find a better outdoor light for nighttime chores than this big, powerful 2-mantle Coleman Lantern. Lights instantly. Floodlights 100-ft. area with dependable brilliance that makes all night jobs easier, faster, safer.

Defies wind, rain, snow, sleet and keeps on burning. Safe—can't spill fuel even if tipped over. Gives 40 hours floodlight service per gallon of fuel. Get a Coleman Floodlight Lantern from your dealer and see how much easier and faster it makes your outdoor night work.

The Easy Way To Iron in ⅓ Less Time—The Coleman Self-Heating Iron saves hours of time, miles of steps. Lights instantly, glides swiftly, easily. Iron in comfort anywhere.

FREE—Write for illustrated book, "Design for Better Living"; tells all about Coleman Lanterns, Iron, and other Coleman Appliances. Address nearest office. THE COLEMAN COMPANY, Inc., Dept. 118-J, Wichita 1, Kans., 421 N. Broad St., Philadelphia 8, Pa.; Los Angeles 54, Calif.; Hoboken, N. J.; Toronto, Can.

Self-Heating IRON — Coleman — Floodlight LANTERN

ARE You PREPARED FOR FIRE? YOU CAN BE with the INDIAN FIRE PUMP

Don't let fire catch you unprepared. Get the facts now about "INDIAN" Fire Pumps, the amazing fresh water extinguishers are used and endorsed by thousands of farmers everywhere. Protect your home and farm buildings with "INDIANS." Ideal for forest, grass and grain field fires. Also excellent for spraying all farm crops, disinfectants and whitewash. ONLY CLEAR WATER USED. 3-Gallon tank carries easily on back. Low priced. Mail coupon for FREE Literature.

D. B. SMITH & CO., 607 MAIN ST., UTICA 2, NEW YORK
Please send me Free Tech FREE literature describing INDIAN FIRE PUMPS
Name
Address
Town State

LARGE QUILT PIECES CUT FROM NEW BOLTS of DRESS GOODS!

Equal To About 22 Yards Of 35-Inch Width Goods
Bargain of a lifetime! Assorted prints and solid colors. Fine cotton quality. Ready to use. Some pieces are even 1 yard or more. Pattern shown 1 yard or more. Pattern shown is about 20 inches across and many pieces are larger. Lovely colorful assorted pieces cotton pieces, some even larger.

10 Pkgs. Sewing Outfit and 20 Quilt Patterns Included With Order
SEND NO MONEY! Pay postman only $1.98 and postage, or send $2.00 and we pay postage. Satisfaction guaranteed or money back. You'll be Insulted.
Great American Sales Co. 2224 Sheridan Way, Dept. C-252, Chicago 16, Ill.

Walko TABLETS FOR ALL POULTRY

The reliable drinking water antiseptic. At all druggists and poultry supply dealers. 50c, $1.00, $2.50 and $4.00.
MONEY BACK GUARANTEE
WALKER REMEDY COMPANY Waterloo, Iowa

ASK ABOUT A VETERINARY CORRESPONDENCE COURSE That You Can Learn at Home

DR DAVID ROBERTS PRACTICAL HOME VETERINARY SCHOOL
1721 GRAND AVE., WAUKESHA, WISCONSIN

Toxite KILLS Red Mites Bed Bugs

Spray brooder house and saturate litter to control coccidiosis.

Spray roosts and other breeding places. Kills red mites, bed bugs, fly larvae, lice, ticks and other pests. Odorless, non-staining. Protects against reinfestation. Destroys insects inside litter. Also in dusts. FOR COLDS—Spray above what every little in closed rooms, several times a day. Ask your dealer or write for TOXITE LABORATORIES, BOX 4, GREENTOWN, IND.

CARNATIONS From Seed • • • SPECIAL OFFER 100 SEED CHOICEST MIXED COLORS 10c

Send 25 cents Today for this Special Offer and receive a copy of our 77th Annual Seed and Nursery Catalog absolutely FREE
R. H. SHUMWAY SEEDSMAN Box 370 Rockford, Ill.

pens 18'x12', each with its own hover and sunporch. The pens are divided only by two-foot baffle boards, and when the poults are large enough to jump over the boards, the baffles are removed. Thereafter, it's just one big pen.

Hamilton doesn't rotate his range as most farmers do—one year on and one or two years off. He uses them for turkeys every year, but only for about a month or six weeks each year. He uses a standard grass mixture; chips the ranges for hay after the birds are taken off.

He irrigates his pastures and puts commercial fertilizer in the irrigation water. "Good green feed cuts my feed bill 20%," he says.

As the birds begin to mature sexually, Hamilton puts them on a "slow-down" ration of oats, alfalfa stem and leaf meal, powdered whey, with added riboflavin and minerals. "It keeps them out of lay, but builds up the essentials in their bodies," he says.

About November 10 he turns on the electric lights on his breeding toms. Three weeks later the breeding hens begin to get lights—15 minutes the first day, with gradual increases until they are on a 13-hour light schedule by January 1. Toms get laying mash when the lights go on; hens two weeks before.

This kind of management permits Hamilton to sell his eggs with a guarantee of 78% fertility. His associate members use the same system, and they are paid for their eggs on the basis of fertility.

Minnesota is Hamilton's big market three-quarters of his hatching eggs go there. But they also go to 17 other states and three Canadian provinces. He's had inquiries from as far away as New Zealand, and if air freight rates come down, he thinks he can ship eggs there.

Right now Hamilton has another interest in life—his 175 purebred Aberdeen Angus cattle. But he still insists that his turkeys come first.

And, he says, he's out of the dairy business for good.

Nothing But the Truth

By W. F. Fairbairn

A farmer near Hoosick Falls, N. Y., had a hen which laid an average of four eggs per week for 20 years.

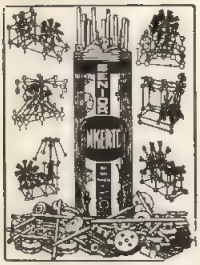
—*Cornell College of Agriculture*

Semi-Modern Sofa and Chair

Lawson Sofa, Chair and Love Seat

Kidney Styled Modern Suite

SENIOR TINKERTOY



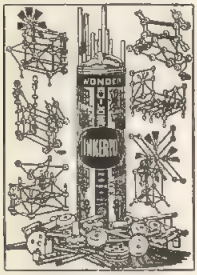
Senior Tinker Toy is designed for those who desire larger and more elaborate models. Senior Tinkertoy contains parts consisting of hubs enameled in red, white birch rods in natural wood, pulleys, wheels, bearings, sockets, blade holders, windblades, belting cord, and new direction book. Ten thousand models are possible. Packed in a 4x3 inch fibre container with metal screw top.

Weight, per shipping carton 26 lbs.
1 dozen in shipping carton.

Senior Tinkertoy—Doz... **$36.00**

Suggested retail price $2.25 each.

REGULAR TINKERTOY



Made of New Englund birch has always been used because of its straight fine smooth grain. Connecting rods are left in natural wood finish, while the hubs are enameled in color. Cardboard wind blades, direction book, etc., are also contained in the laminated mailing can, 3¼ inch diameter and 12 inches high.

Weight, per shipping cart 17¾ lbs.
1 dozen in shipping carton.

Regular Tinkertoy—Doz.. **$21.60**

Suggested retail price $1.35 each.

EASY TINKERTOY

Children of kindergarten age and all the way up can build all of the action and still model, shown on the direction sheet. The parts are all standard with similar pieces in all Tinkertoy sets and the formation of designs and models is based on the same principle. Rods, spools and other wood parts are made of smoothly turned New Englund white birch.

Weight, per shipping carton 10¼ lbs.
2 dozen in shipping carton.

Easy Tinkertoy—Doz..... **$6.40**

LINCOLN LOG METAL FIGURES

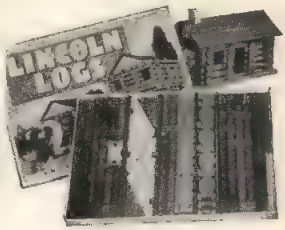
Set consists of seven durable zinc alloy figures (2 passengers, 1 each porter, messenger, policeman, conductor and engineer) 2⅜ inches in height, enamelled in attractive colors. The figures are packed in a specially designed box which set up into a railroad station

Weight per shipping carton, — lbs.

9L30—Per dozen.. **$16.00**

Suggested retail price $1.00 each.

LINCOLN LOGS



The fascinating Log Cabin Building set is a typical American Toy for American boy and girls. The logs are made of hardwood, stained brown and waxed. Gables, chimneys, wheels and roof pieces are brightly colored and a complete four page design book is included in each set. The logs are ¾ inch in diameter. Set contains 131 pieces.

Weight, per shipping carton 63 lbs.
12 sets in shipping carton.

9L2L—Doz. sets.. **$56.00**

Suggested retail price $3.50 per set.

Same as No. 9L2L except has 79 pieces.

Weight, per shipping carton 53 lbs.
2 dozen in shipping carton or open stock.

9L1L—Per doz..... **$28.00**

Suggested retail price $1.75 each.

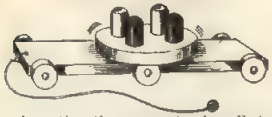
Set contains 177 pieces.

Weight per shipping carton, 47 lbs.
6 sets in shipping carton.

9L3L—Per dozen **$80.00**

Suggested retail price $5.00 each

WHIRLING PEGS



An attractive pre-school pull toy which consists of base on six wheels together with a large disc assembled with removable pegs, which revolve as toy is pulled. Finished in attractive colored enamels safe for children. Size 9xx3¾x3⅜ inches overall.

Weight per shipping carton, 29 lbs.
1 in a box.
3 dozen in shipping carton or open stock.

C102—Per dozen **$8.40**
Suggested retail price $0.50 each.

ROLLING TUMBLERS

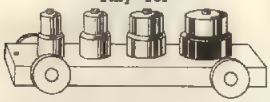
A beautiful action toy with just enough noise to create unusual interest for pre-school children. Toy consists of a heavy base with 6 large wheels on which roll two cage like tumblers with loose blocks inside of the tumblers. As the toy is pulled the tumbler revolves thereby giving plenty of action and noise as the blocks rattle inside. Measures 9½ inches long by 4x4 inches.

Weight per shipping cart., 25 lbs.
1 in a box.
2 dozen in shipping carton or open stock.

C159—Per dozen . **$16.00**
Suggested retail price $1.00 each.

TOWER CART

Tiny Tot



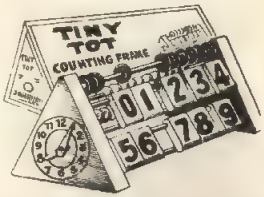
Made of wood 9 inches long, 3¾ inches wide has eight assorted colored wood rings of assorted sizes that fit on assorted colored dowels.

Weight per shipping carton, 24 lbs.
1 in a box.
3 dozen in shipping carton or open stock.

C100—Per dozen **$8.40**
Suggested retail price $0.50 each.

COUNTING FRAME

Tiny Tot

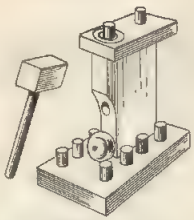


Consists of two triangular shaped heavy wood ends separated with bars. Three of the bars are assembled with 10 large counting beads on each bar. The opposite side is provided with 10 blocks, each printed with one numeral from 0 to 9. These blocks are removable and the numerals can be arranged in any combination desired. All parts are finished with pastel colors safe for children. Size 9¾x5¼x4¼ inches.

Wt. per shipping carton, 22 lbs.
1 in a box.
2 dozen in shipping carton or open stock.

C161—Per dozen.. **$16.00**
Suggested retail price $1.00 each.

BENCH BELL



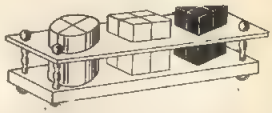
Size 7½x7¾x3½ inches. Exclusive bell-ringing feature provides as much entertainment for the little ones as they would ordinarily get from just pounding the pegs. Smooth lacquer finish with green base and red top with varied colored pegs and sturdy mallet. All fittings are of metal.

Weight per shipping carton, 18 lbs.
Individually boxed.
1 dozen in shipping carton or open stock.

5F705—Per dozen **$16.50**
Suggested retail price $1.19 each.

FIT IN BLOCKS

Tiny Tot

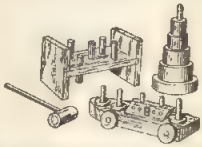


A pre-school toy consisting of a heavy base on 4 wood pegs and a deck supported on 4 corner posts and cut out with 3 openings, a triangle, a square and a circle. 4 fit in blocks are furnished for each of the corresponding cut-out, thus adding to the play value. All parts are finished in attractive bright enamels safe for children. Measures 9 inches long ,by 4 inches high by 4 inches wide.

Weight per shipping carton, 36 lbs.
Packed 3 dozen in shipping carton or open stock.

C1055—Per dozen **$16.00**
Suggested retail price $1.00 each.

TINY TOT ASSORTMENT

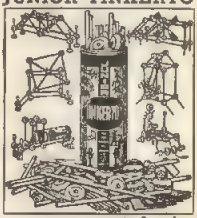


An assortment of pre-school educational toys attractively finished in bright colors. Set consists of Hammer Board, and two Peg Blocks.

Weight per shipping carton, 64 lbs.
3 dozen in shipping carton or open stock.

C1159—Per dozen **$16.00**
Suggested retail price $1.00 each

JUNIOR TINKERTOY



A construction set for beginners. Made of New Englund White Birch, smooth natural finish, unpainted. Packed in a 3x9 inch tublar container with metal screw top.

Weight, per shipping carton 11 lbs.
1 dozen in shipping carton.

Junior Tinkertoy—Doz... **$12.00**
Suggested retail price $0.75 each.

LITTLE HOSTESS TEA SETS

It's gay! It's colorfull It won't break! It's what every little girl wants. A sanitary, washable tea set for tiny-town tea parties. 20-piece service for four and 46-piece service for six in translucent Fiesta color unbreakable plastic with a smooth glass-like finish. Each set is complete with gay gingham checked paper doily; the service for six has paper napkins.

82319 M140 46-Piece Service for Six. Retail Price . . . $1.98
82320 M70 20-Piece Service for Four. (Not pictured.) 0.99

ALUMINUM TEA SET

Thirteen-piece tea set made of bright, durable aluminum. The set includes four cups, four saucers, four plates and a tea pot. The little girl who "plays house" will find this set practical because she can scrub and scour the teapot and use it with the toy electric stove shown on the opposite page. Unbreakable, so easy to keep bright and new looking. Set is packed in an attractive box . . . suitable for a gift package.

82321 M86 Thirteen-piece Set. Retail Price $1.25

LITTLE AMERICAN MAID TEA SET

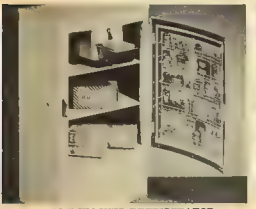
A charming, gaily colored 17-piece tea set . . . service for four . . . with which your little miss can entertain her tiny friends. All are sparkle finish glass. Four each of plates, cups and saucers. One tea pot and lid, one sugar bowl and lid, and one cream pitcher. Attractive octagonal shapes, assorted colors. Intricately designed center piece paper doily and four individual doilies. Packed in a large gift box.

82322 M70 Seventeen-piece Set. Retail Price $1.00

LITTLE SUNNY SUZY TEA SET

Tea for two . . . or for six! "Sunny Suzy" tea set with Dutch scenes in lovely delft blue enameled on non-injurious metal. Unbreakable . . . the little hostess won't need to worry about one of her guests dropping a cup and breaking it. Twenty-two piece service for six . . . including large serving tray, six cups, six saucers, six plates, sugar bowl, creamer and tea pot. Tray is 9½ by 13 inches long. Packed in gift box.

82323 M112 Twenty-two piece Set. Retail Price $1.59



FULLY STOCKED REFRIGERATOR

An all metal perfect model refrigerator to delight your little helper. The door swings open to reveal a colorful realistic interior fully stocked with miniature packages of familiar products. Metal "ice" tray pulls out. 6 removable "ice" cubes. Overall size 8 by 8½ by 13½ inches high.

82324 M98 Retail Price $1.39

"LITTLE DEB" HOSPITALITY TRAY

Just the thing for little Misses' tea parties . . . when her friends come to call. Beautiful non-electric, nickel-plated replica of a two-slice pop-up toaster with spring action. Brown enamel tray holds four glass dishes to be used for relishes and jellies. Overall size is 13 1/8 by 7½ by 3½ inches.

82325 M104 Six-piece Set. Retail . $1.50

METAL KITCHEN CABINET

Filled with miniature packages of famous foods. Beautifully lithographed heavy metal. Top slides off to make a strong table. Doors swing open to reveal shelves laden with tiny packages. Contains water pitcher, 4 glasses, bread board, rolling pin, aluminum muffin tin, glass bowl, egg beater. 20 1/8 in. high.

82326 M277 Retail Price $3.95

POWER or SAIL, 1947
LUDERSHIPS are the Finest Money Can Buy

WHETHER your choice for 1947 is our new 40-foot sport fisherman or one of the larger yachts in which we specialize, you can be certain she is built only to the very highest specifications and of suitable materials.

THE custom-built, standardized 40-footer shown above is designed with the rough-water conditions found off the Florida coast in mind. Equipped with outriggers, fishing chairs and quarters for paid hand. Gas or diesel propulsion.

THE L-16 is already the post-war sensation of the one-design sailing classes. About 150 of these fast, molded-plywood keel boats already in action in some of the country's leading yacht clubs. The molded construction assures long life with minimum upkeep.

You will see all these new Luderships at the New York Boat Show, Grand Central Palace, January 10-18, 1947. Our booth B-4 and 5.

Luders

The famous patented-bow, 13' Ludership weighs 800 lbs., speeds in excess of 20 m.p.h. Furnished with Luders yachts 70' and upward.

Marine Construction Co.

Designers and Builders Stamford, Connecticut

THE ULTIMATE IN SELF-CONTAINED BILGE PUMPS

Sutton NEW IMPROVED
AUTOMATIC ELECTRIC BILGE PUMP

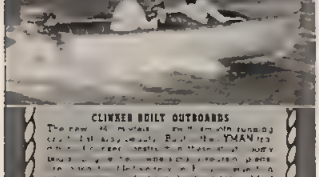
- New Type Micro Precision Switch. Spoolproof
- Totally enclosed float, float rod and switch in one integral bronze assembly to protect working parts and ensure positive action.
- Pump interior completely machined to insure efficiency
- Pumps 960 gallons per hour or 2 ft. 360 gallons per hr.
- Will pump water over 9 feet
- Requires only 40 watts—a light battery load
- 10 sq. in. screen keeps dirt out — prevents clogging
- All bronze construction except motor
- Beautiful grey-green instrument finish
- Regular and short models available to fit any

An exceptionally sturdy complete pumping unit designed for dependable service on all salt and motor boats. Unlike many bilge pumps which are simply a shaft hole drilled in a casting and driven by a small motor this pump contains two long sleeve bearings both air cushion oil seal in the body and is supported by a motor of approximately double the power commonly used. All parts are produced by interchangeable jigs and are replaceable.

Ask your dealer or jobber for the correct model for your [illegible]

Sutton Manufacturing Co.

BY LYMAN



CLINKER BUILT OUTBOARDS

[illegible] YMAN [illegible]

1947 INBOARD MODELS

Three [illegible] are now in production [illegible] 18-foot and 22-foot inboard. [illegible]

SEE YOUR LYMAN DEALER

LYMAN BOAT WORKS 1021 1ST. ST. SANDUSKY, O.

PAUL PRIGG HIGH SPEED SEAGOING CRUISERS
For the Offshore Sportsman

A Limited Number of These Popular 24-Foot Boats Are Available for Early Delivery

Write today for literature.

PRIGG BOAT WORKS 301 Northwest South River Drive MIAMI, FLORIDA

will be a diesel turning a single screw, and augmented by a mainsail and jib.

The McCoy yard is just across the River Road connecting Daytona Beach with Ormond, so no difficulties are expected in the launching, for the craft will have to be moved only a comparatively short distance before deep water is reached. When their boat is finished the McCoys plan to go cruising to some of Bill's old haunts.

Author Dana Thomas Bowen of Cleveland, Ohio, who spends his winters in Daytona Beach, and is a past commander of the Daytona Beach Coast Guard Reserve, has just published his second book dealing with the ships and shipping of the Great Lakes. Its title is "Memories of the Lakes," and it is profusely illustrated

FLAG officers of the Seminole Canoe and Yacht Club of Jacksonville for 1947 were installed at a meeting and banquet held in the Orange Room of the Seminole Hotel last month (Feb.) They were Commodore Heber Wyse, Vice Commodore A. L. Fowler, Rear Commodore J. Wilton Smith, Secretary Jim White and Treasurer Bart Dockrell. The retiring commodore was Laurie Wallace.

Ex Commodore Wallace, who is vice commodore of the Dixie Division of the American Canoe Association, offered plans of training for canoe elimination contests that are to be held in Jacksonville sometime in the future. The eliminations are for the purpose of selecting canoe teams to represent the United States in the Olympic Games to be held in London, England, in the summer of 1948.

Members of the Indian River Yacht Club held a reorganization meeting at the Cocoa Chamber of Commerce recently. Club activities ceased during the war and this is the first meeting held since that time. It was called by Commodore G. T. von Coldits.

A fishing tournament, with prizes totaling $10,000, got underway at Daytona Beach February 1. The tournament is divided into two sections, summer and winter. The winter session will close at midnight, June 30, while the summer session will start July 1 and terminate November 30. Twenty-five fish are eligible for prizes, and five will be awarded in each division. The highlight of the event is a $1,000 bond to be awarded the angler who makes the "Outstanding catch of the year."

The City Commission contributed $12,000 for the tournament, $2,000 to be used for advertising purposes.

U. S. ARMY ENGINEERS reported unfavorably on a project for an eight-foot channel to be constructed at Sebastian Inlet to connect the Atlantic Ocean with the Indian River. The Sebastian Inlet Association, however, plans to continue its fight in behalf of such an undertaking. Mayor Alex MacWilliam of Vero Beach is president of the Association

Commodore Russ J. Christy 85, "father" of the Smyrna Yacht Club at New Smyrna Beach, Fla., died at his home, Trumbull Castle, in that city, February 9 after a long illness. Commodore Christy, inventor of the Christy knife and razor, was an enthusiastic yachtsman and he was instrumental in bringing fame to New Smyrna by arranging the national and international speedboat regattas that at one time were held there. He was born in Clyde, Ohio, in 1862 but moved to New Smyrna 27 years ago.

MAXWELL C. WHEAT

EXQUISITE IS THE WORD

SCARLETT - - 8" TALL

BY POPULAR DEMAND

WE HAVE ADDED
12 NEW MEMBERS TO THE FAMOUS

MARCIE DOLL
FAMILY

UNBREAKABLE ALL PLASTIC DOLLS

Only 8" tall, and costumed in our standard luxurious fabrics, the billowing skirts create the illusion of a taller doll.

FOR IMMEDIATE DELIVERY

Write for illustrated literature describing Marcie Dolls in detail.

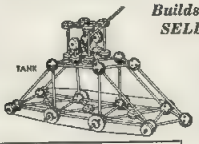
SPECIAL JOBBER'S SET - UP

A & H FOREIGN DOLL CO.

48-14 43RD AVENUE - LONG ISLAND CITY 4, N. Y.

MAKIT TOY

Builds Toys with ACTION
SELLS the Year 'Round



MAKIT TOYS are proving a steady source of repeat profits—one sale usually means a repeat sale for a larger size.

Builds toys with wheels that turn. Includes 3 colors of wheels. 2 sizes of rods in 5 to 6 lengths, pressboard windmill blades. Builds mechanical toys, wagons, airplanes, doll furniture, etc. Packed in attractive 4-color cylindrical carton.

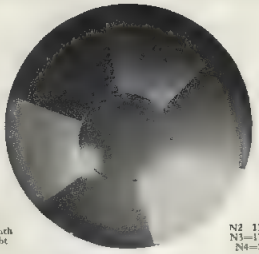
COMES IN 3 SIZES
PRIMARY Makit—86 pieces
SUPER Makit—175 pieces
JUMBO Makit—275 pieces

W. R. BENJAMIN Co.

GRANITE CITY, ILLINOIS

ZOOM your SALES WITH "MILLION-AIR" PLASTIC PLAYBALLS

MILLION AIR
TRADE MARK
T M Reg. U S Pat. Off



Made of rugged "Vinylite" with new air-tight valve.

N2 11½"
N3=17½"
N4=26"

U. S. FIBER & PLASTICS CORP.

STIRLING, N. J.

Showrooms in:

NEW YORK — Room 356, 200 Fifth Avenue
CHICAGO — Room 1443, Merchandise Mart
ATLANTA — Toy Mart, 175 Peachtree St
SAN FRANCISCO — Room 977 Western Merchandise Mart
MONTREAL — Thornhill Patterson Co., 435 St Helen Street

RIG-A-JIG

ANNOUNCING

Rig-A-Jig now represented in New York by a man and his two assistants who need no introduction to the trade

Tom McGinty Hanna Zolikow Harvey Rath

Room 320 — 200 Fifth Avenue
Phone — GRamercy 3-2828

RIG-A-JIG TOY COMPANY

1202 Venice Blvd. Los Angeles

Neil Flesher

TAYLOR & FLESHER OPEN OFFICES IN MINNEAPOLIS

Les Taylor and Neil Flesher, formerly associated with Buildo Company as sales manager and general manager respectively, have established offices at 903 Foshay Tower, Minneapolis, where they will operate as representatives of "Buildo" and "Little Chef" stoves in the states of Minnesota, North and South Dakota, and Iowa. Den-Ricks Products, Inc., manufacturers of juvenile pool tables, operated by Al and Helen Elden, have consolidated their sales department with the offices of Les Taylor and Neil Flesher. Effective immediately, the sales department of Den-Ricks Products, Inc., will be under the direction of Mr. Taylor and Mr. Flesher, and all sales operations will be carried on from these offices in the Foshay Tower. Den-Dicks Products, Inc., was established in 1944, and have been engaged in the manufacture of juvenile pool tables since that time. Their 1947 line, completely new in design and construction, was introduced at the New York Fair showrooms of Al Moritz, 1107 Broadway. Helen Elden, who formerly directed the sales from the factory at 6551 Cedar Avenue, has joined Mr. Taylor and Mr. Flesher in their offices in the Foshay Tower.

Les Taylor

CANADIAN INTERNATIONAL TRADE FAIR

Applications for space to exhibit in the Canadian International Trade Fair to be held at Toronto, Canada, May 31st to June 12th, 1948, may be obtained from the Canadian Government Trade Commissioner, 620 Fifth Avenue, New York 20, New York (COlumbus 5-3860). Manufacturers and producers who are interested in exhibiting must submit applications to M. T. Stewart, Canadian Government Trade Commissioner in New York, before July 15th, 1947. Mr. Stewart explains that this is necessary in order that lists of commodities being exhibited may be compiled and sent out with the invitations to some 100,000 buying firms being invited to send representatives to Toronto next June.

A FINE CATALOG

The other day there arrived through the courtesy of the U. S. Mail, one of those real colorful, finely printed catalogs of Fisher-Price Toys, Inc., East Aurora, N. Y. It does one good to see catalogs of this kind once more—The colors bright and snappy, the paper shiny, firm and durable, and, of course, illustrating toys that have found an enviable niche in department and toy stores all over the country. The Toy Wagon with its prancing horses and jingling bell has the position of honor on the front cover. Snap-Quack is, as might be suspected, a duck—and what a duck. It has a green head, yellow bill, red feathers in front, a green tail, little red wheels to run on and a clever mechanical construction so that the bill opens and closes with a loud quack, the duck swings to the right and left and the head pivots on the body from side to side. There is Tailspin Tabby pop-up and other pop-up Knitters and, of course, there is "Snoopy Sniffer", Donald Duck and that little quacky family with Mama Duck in the lead and three little ducklings waddling along behind. There is something about a Fisher-Price toy which attracts grown-ups as well as children without regard to age.

Saddle Sue, the Girl Friend of Bronco Pete

BRONCO PETE'S GAL

Saddle Sue, the girl friend of Bronco Pete, has just made her appearance as a product of Dolls of Hollywood, Inc., 5456 Santa Monica Boulevard, Hollywood 27, California. She sells for $39.60 per dozen, f.o.b. factory and is proving to be exceedingly popular wherever she has been shown. The body is of flesh colored washable material, with full formed "Kiddy-proof" maskless face. Shirt and neckerchief are in gay cottons, while the balance of her costume is all wool felt. All of her clothes are removable and are made up to fine standards by highly trained craftsmen. The doll comes cellophane wrapped. Saddle Sue and Bronco Pete have proved to be fine souvenir items for rodeos, state fairs, etc.

FATHER'S DAY AT LIONEL

For fathers only, the clock was turned back to childhood on Thursday, June 12th, when the Lionel Corporation put on its annual pre-Father's Day party. This year, the party was a Kiddie Jubilee for grown-ups, and for three solid hours, starting at noon, daddy forgot his frustrations, left his inhibitions and the children outside, and pretended that he had turned the clock back to junior's level. In the Lionel showroom at 15 East 26th Street, he had a wonderful time in an atmosphere full of electric trains, lollipops, electric trains, ice cream and cake, electric trains, balloons and kid games, and —you know what. And he could have his picture taken in the cab of a giant Lionel locomotive with his hand on the throttle and joy in his heart.

FULL COLOR SLIDES WITH VIEWER

The Hollywood Film Enterprises, Inc., 6060 Sunset Blvd., Hollywood 28, California, have announced their entry into the full color slide and viewer field, offering the public a "one package" deal, consisting of a set of 10 full color 2"x2" slides, featuring the Walt Disney characters, "Snow White and the Seven Dwarfs," The Three Little Pigs," or "The Three Caballeros" plus an attractive, durable, plastic viewer; package deal retailing at $3.95. This new merchandise is now available to the public through retail photo shops and other types of retail merchants who have a photographic department in their organization, such as department stores, specialty shops, etc. Retailers can get this merchandise through their distributors of photo merchandise, or place their orders direct with Hollywood Film Enterprises, who will fill these orders through their nearest distributor to the retail merchant. Hollywood Film is also distributing full color 2"x2" slides, with viewer, of the Bern Wolf subjects, "Aladdin and His Wonderful Lamp," and "Puss-In-Boots." They state demand for this new merchandise is very great, but believe they will be able to supply the needs of all retailers, through their distributors, promptly.

Half a Million Sold in '46

. . . still selling at terrific pace

THE ORIGINAL

WOODY HERMAN'S Sweetwind

(TRADE MARKED)

$1.00 RETAIL

World's Greatest Instrument Value!

Proven by Customer Acceptance

Yes, SWEETWIND is in solid with the public, and you should be on the bandwagon NOW, meeting the demand. Remember, this is *volume* business, with a wide margin of profit for you on an item of popular appeal, rapid turnover, and well known merits. SWEETWIND's popularity has cut our production costs. 2½ octave range. Real musical quality. Not a whistle tone. SWEETWIND solo book now available. 40c retail

The only complete musical instrument in its price class

Nationally advertised . . . quick delivery . . . terrific margin of profit

Display Carton ★ Instruction Sheets

PATENT No D127226

Plenty of Helps

to step up your volume and profit

This eye-catching 3-color display carton puts spectacular Woody Herman on the counter, *and sells Sweetwinds*. Carton is 13⅝" x 12½", in striking red, yellow, and black. Displays 12 instruments

WRITE FOR COMPLETE INFORMATION

You don't have to be a WOODY HERMAN Anyone can play it!

SALES REPRESENTATIVES

THE TOY MARKET
1424 Merchandise Mart
Chicago 54, Ill.

LINDSAY-BERGSTROM CO.
Mercantile Bldg.
Denver, Colorado

MARETH MUSICAL SALES CORP.

6116 NORTH BROADWAY · CHICAGO 40, ILLINOIS

World Famous Guns and Scope Sights

- *Guns 1, 2 and 3 equipped with famous Mossberg Telescope sight*
- *Magnifies 4 times . . . ranges between 25 and 100 yards*
- *Cross hair reticule accuracy . . . Internal "Click" adjustment*

1.—MARLIN 81DL 25-Shot Tubular Repeater with Mossberg Scope. A sure-fire combination with the famous 8M4 Mossberg scope! Holds 25 short, 20 long or 18 long rifle .22 caliber cartridges . . . saves reloading time. Solid top, bolted and grooved receiver. Round, blued Steel barrel. Ballard type rifling. Overall length 42½ inches. Weighs only 6½ pounds.
A50J 1270. Postpaid. Gun and Scope **35.50**

2.—MOSSBERG 151M .22 Automatic Rifle with Mossberg Scope. Fires shots as fast as you can pull the trigger . . . get a new thrill out of hunting. Equipped with the 4M4 Mossberg telescope sight designed especially for it. Tubular Steel barrel. Handles .22 caliber long rifle regular or high speed cartridges. Weighs 7 lbs. Overall length 40 inches.
A50J 1304. Postpaid. Gun and Scope. **40.85**

3.—MARLIN 80DL 8-Shot Clip Repeater with Mossberg Scope. An outstanding value at this low price! Deep-cut Ballard-type rifling and fine precision tooled Mossberg 8M4 telescope sight mean deadly accuracy. Shoots .22 caliber short, long or long rifle cartridges. Self-cocking bolt action, automatic side ejection. Weighs only 6 lbs. Overall length 42½ inches.
A50J 1269. Postpaid. Gun and Scope **30.00**

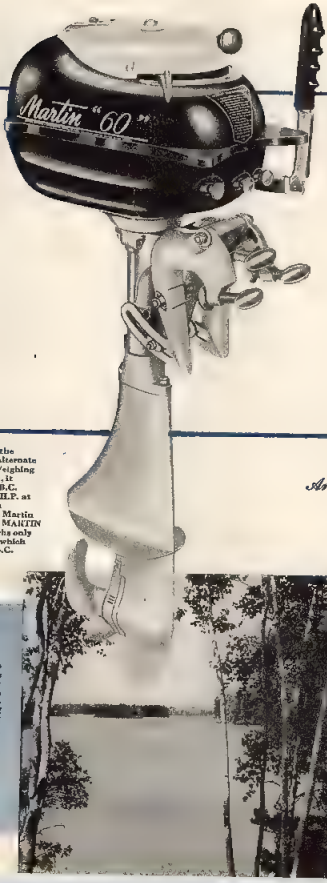
4.—SPRINGFIELD Model 15 Single Shot Rifle. Here's an accurate, well-balanced single shot rifle that's designed to give maximum safety for younger shooters. Fast, simple bolt action. Rebounding safety lock prevents accidental discharge. Positive ejector. 22-inch blued Steel barrel shoots .22 caliber short, long or long rifle cartridges. Gold color bead front sight, sporting rear sight. Actual weight 4 lbs. Overall length 38 inches.
A50J 1201. Shipping weight 5 lbs. **8.98**

5.—Model K 2.5 Weaver Scope. Ideal for accurate, lightning fast sighting . . . acclaimed by experts for its wide, clear field of view. Hard coated achromatic lens reduces glare, gives a clear sharp image. Cross hair reticule. Eye-piece diameter 1¼ inches. Extra strong blued Steel tube. 43 foot field of view at 100 yards. Light 8½-ounce featherweight construction.
V50J 1707. Postpaid. **37.50**

6.—Mounts for K 2.5-Weaver Scope. Machined from solid metal . . . no joints or hinges to wear or work loose. Permits easy removal of scope and mount as a unit. Postpaid from factory, allow extra time for shipment. State make and model of your rifle.
F50J 1708. Type U Side Mount **6.25**
F50J 1709. Type U Top Mount **6.25**

Martin!

The **NEW STANDARD** of Performance in Outboard Motors



Martin is today one of the best known names with America's keenest sportsmen. The instant, widespread acclaim given to the new MARTIN Outboard Motor has been due to its truly remarkable performance.

There is a new experience in store for you the very first time you *Man a* MARTIN. You, too, will agree with sportsmen everywhere who have acclaimed the MARTIN as the new standard of performance in outboard motors.

Shown here is the MARTIN '60' Alternate Firing Twin. Weighing only 43 pounds, it develops 7.2 O.B.C. certified brake H.P. at 4000 R.P.M. An addition to the Martin line is the new MARTIN '60' which weighs only 35 pounds, and which develops 3.8 O.B.C. certified brake H.P. at 4000 R.P.M.

An Invitation . . . See the new MARTIN MOTOR on display at the New York Boat Show, January 10-18 and the Chicago Boat Show, February 1-9. Come in and see this outstanding motor for yourself.

MARTIN MOTORS, EAU CLAIRE, WIS.
Division of National Pressure Cooker Co.

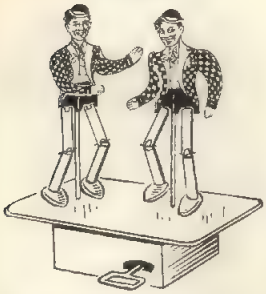
One of the countless scenic beauty spots in Wisconsin—home of MARTIN MOTORS. Photo by Wisconsin Conservation Department.

Martin

The New Standard of Performance in

Outboard Motors

JITTER-BUG



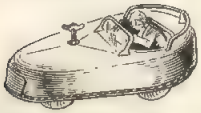
Mechanical Dancing Toy. 7⅛ ins. high. Painted in bright colors.

Weight per shipping carton, 33 lbs.
Individually boxed.
6 dozen in shipping carton.

8B106—Per dozen... **$8.00**

Suggested retail price $0.50 each.

BEETLEBUG AUTO



Size 6¾x3¾ inches. Painted in bright colors.

Weight per shipping carton, 17 lbs.
Individually boxed.
3 dozen in shipping carton.

8B905—Per dozen..... **$8.00**

Suggested retail price $0.50 each.

ROLLOVER PLANE

Marx

Wingspread 6⅛ inches, 5 inches long, 3⅜ inches high to top of Pilot. Brightly lithographed plane with pilot in cockpit in military color design. When wound, plane runs along intermittently stopping to completely rollover. Continuous action. Powered with strong motor. Key attached.

Weight per shipping carton 11 lbs.
2 dozen in shipping carton.

C183—Per dozen.. **$16.30**

Suggested retail price $1.00 each.

ROLLOVER CAT

Marx

5¾ inches long overall, 1¾ inches wide, 2⅝ inches high to top of ears. Rollover Cat moves along with a very natural action, stopping from time to time to roll completely over on his side, and back on his feet resuming his journey. Continuous action. Powered by strong clockspring motor. Well constructed of metal, rubber ears, realistically lithographed.

Weight per shipping carton, 7 lbs.
2 dozen in shipping carton.

C238—Per dozen.. **$12.20**

Suggested retail price $0.79 each

GEORGE, THE DRUMMER BOY

9⅛ inches high. Brightly lithographed Soldier Boy, with drumstick in each hand, beating on metal drum. Very attractively designed and finished in detail. Runs a long time on one winding. Key attached.

Weight per shipping carton 12½ lbs.
2 dozen in shipping carton.

C883—Per dozen.. **$11.30**

Suggested retail price $0.69 each.

STREAMLINED HONEY-MOON EXPRESS

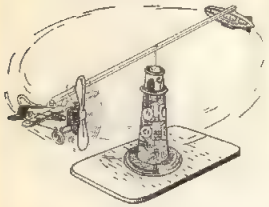
9¼ inches in diameter. Base realistically designed and colored to show variety of landscape. Railroad station in center. Streamlined Union Pacific type train speeding through two tunnels, and one bridge. Operated by clockspring motor, with key attached and brake.

Weight, per shipping carton 20 lbs.
2 dozen in shipping carton.

C56—Per dozen.... **$16.70**

Suggested retail price $1.00 each.

SKY RANGER



A cyclone of action. All metal mechanical toy, beautifully finished in brilliant natural colors. When beam is attached to tower, wind motor and plane will climb and fly under its own power.

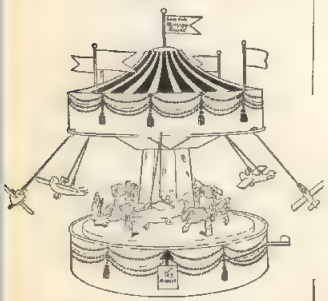
Weight per shipping carton, 17 lbs.
Individually boxed.
1 dozen in a shipping carton or open stock.

9Q1100—Per doz... **$33.20**

Suggested retail price $2.00 each.

MERRY GO ROUND

Wolverine



Brightly lithographed, heavy gauge metal, operates without winding. Pressure at the lever in the base revolves the toy, while the musical unit plays a tune. Includes 5 horses and 5 airplanes which swing out as the Merry Go Round revolves. Overall length 14¾ inches, diameter base 11 inches.

Weight per shipping carton, 29 lbs.
Individually boxed.
½ dozen in shipping carton.

W31—Per dozen.. **$57.50**

Suggested retail price $3.59 each.

BUSY MINERS MECHANICAL TOY

Marx

16¼ inches long, 2¼ inches wide and 4⅛ inches high. This mechanical toy is lithographed to resemble mine shaft. It is complete with a mine car which runs up and down a track incline from the interior of the mine to the top of the shaft. It is equipped with an exceptionally long running motor and is made with a stop and go feature which lengthens the running time of the toy. Car is manned by two miners. Lithographed in bright colors. Key is attached.

Weight per shipping carton 32 lbs.
1 in a box.
3 dozen in shipping carton.

C24—Per dozen.... **$12.50**

Suggested retail price $0.79 each.

MECHANICAL MAN ON TRAPEZE

Wyandotte

Lithographed steel, 8¾ inches high. Strong key wind motor—key attached. Acrobat stunts while in motion.

Weight per shippping carton, 30 lbs.
Individually boxed
3 dozen in shipping carton.

J516—Per dozen.. **$13.30**

Suggested retail price $0.89 each.

MECHANICAL ROAD ROLLER

Courtland

Strong fool-proof wind up mechanism. Will run 25 feet on one wind up. Substantial metal construction. Lithographed in 4 brilliant colors. Wheels 1½ inch plastic with metal axles. Length 8¾ inches, width 4½ inches. height 3¼ inches. All rolled edges, no sharp edges.

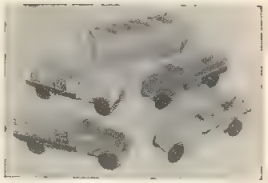
Weight, per shipping carton 27 lbs.
⅔ dozen in box.
4 dozen in shipping carton or Open Stock.

3S1500—Per doz..... **$9.80**

Suggested retail price $0.59 each.

MECHANICAL TRUCK ASSORTMENT

Courtland



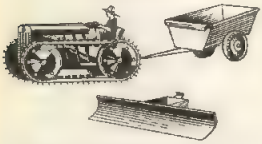
Mechanical wind up Truck Assortment. 4 assorted style bodies. Lithographed in 4 brilliant colors. Substanial metal construction. Wheels 1½ inch plastic with metal axles. Length 9 inches, width 2¾ inches. height 3 inches. All rolled edges, no sharp edges.

Weight, per shipping carton 23 lbs.
Individually boxed.
4 dozen in shipping carton or Open Stock.

3S1300—Per doz. **$13.20**

Suggested retail price $0.59 each.

MECHANICAL CLIMBING TRACTOR SET



Tractor measures 8½ inches long overall, 3¾ inches wide, 5½ inches high to top of man. Dump Trailer overall measurement 6½ inches, body measures 3¼ inches wide, 4 inches long, 1½ inches deep Modern design Climbing Tractor, equipped with heavy duty clock spring motor and sure grip threads, will climb up steep grades over obstacles and pull heavy loads. Winding key attached. Equipped with easily attachable Road Scraper. Hook at rear for pulling loads. Trailer sturdily constructed, with turned edges steel balloon type wheels, attractively lithographed. Has dumping feature for unloading and heavy steel shafts for attaching to Tractor.

Weight per shipping carton, 58 lbs.
1 set in a box.
3 dozen in shipping carton.

C905-21—Per doz. **$28.00**
Suggested retail price $1.79 each.

CLIMBING SPARKLING TANK

Marx

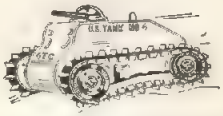
10 inches long, 5¼ inches wide, 5¼ inches high. Realistic Climbing Sparkling Tank with top revolving turret. Powerful clock work motor enables tank to climb steep grades, and over obstacles. While lumbering along, heavy guns in turret on each side shoot barrage of harmless sparks and Tank makes rat-tat-tat machine gun noise. Constructed of lithographed steel throughout. Equipped with wide, sure grip rubber treads and hook at rear. Key attached.

Weight per shipping carton 28½ lbs.
1 in a box.
1 dozen in shipping carton.

C1954—Per dozen **$51.40**
Suggested retail price $3.29 each.

CLIMBING TANK

Marx



5¼ inches long, 2⅝ inches wide, 3⅜ inches high. Lithographed Climbing Army Tank with gun turret on top. Equipped with sure-grip endless rubber treads, strong spiral spring motor, brake, key atached. Will climb steep grades and run overobstacles.

Weight per shipping carton 18 lbs.
1 in a box.
3 dozen in shipping carton.

C258—Per dozen.. **$13.10**
Suggested retail price $0.85 each.

TRICKY TAXI

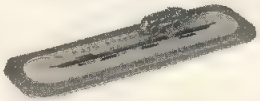
Marx

4½ inches long, 1⅜ inches wide, 1⅜ inches high. Most ingenious action in mechanical toy ever conceived. Amusing performance. Will not run off edge of any flat surface. Also performs any number of other interesting tricks. Well designed and lithographed in bright colors in full detail. Has strong long running clock-spring motor.

Weight per shipping carton 13 lbs.
1 in a box.
6 dozen in shipping carton.

C30—Per dozen..... **$9.70**
Suggested retail price $0.59 each.

AUTO SPEEDWAY, JR.



A grand little toy. Beautifully lithographed in full colors on sturdy, all-metal construction. Has powerful, precision clock-like wind up motor. Plenty of thrills and action in this popularly—priced toy. Can also be used as racer on floor. Attractively boxed

Weight per shipping carton 13¾ lbs.
3 dozen to a carton.

5W150—Per doz... **$16.30**
Suggested retail price $1.00 each.

AUTO SPEEDWAY

Action packed auto racing toy. Full color lithographed all metal construction. Cars have powerful precision clock-like wind up motors to give long, durable service. One car races around speedway and when reaching garage, device automatically releases second car which races around the track etc. Cars can also be used off the speedway. Attractively boxed.

Weight per shipping carton 27 lbs.
2 dozen to a carton.

5W200—Per doz.. **$32.50**
Suggested retail price $2.00 each.

SPARKLING BATTLESHIP

Marx

15 inches long overall, 2¼ inches wide, 3 inches high. Newly designed super dreadnaught. Lithographed steel in camouflaged designs. Battleship, when wound, proceeds along on concealed wheels, emitting harmless sparks from long range gun turrets. There is also a set of dummy guns mounted on the rear. Equipped with brake, key attached.

Weight per shipping carton 17 lbs.
Individually boxed.
2 dozen in shipping carton.

C326—Per dozen.. **$16.50**
Suggested retail price $1.00 each.

HEAVY GAUGE RACER

Marx

12¼ inches long, 5¼ inches wide, 4¼ inches high to top of man. Realistically designed Racer, made of heavy gauge steel. Has dummy exhaust pipes on each side of car. Both driver and dashboard are lithographed in bright colors. Driver sits up in seat in realistic fashion. Bright radiator and hood strip add to authentic detail, followed out in the design of this Racer. Fmished in bright baked enamel colors.

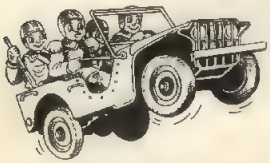
Weight per shipping carton, 24 lbs.
2 dozen in shipping carton.

C876—Per dozen.. **$18.80**

Suggested retail price $1.19 each.

ARMY JUMPING JEEP CAR

Marx



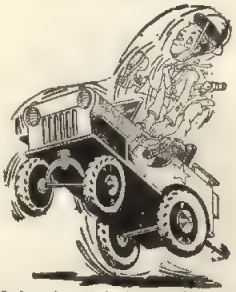
5½ inches long, 3¼ inches wide, 4¼ inches high. Eccentric action Army Jumping Jeep Car which humorously simulates Army Jeep now in use. Made of lithographed steel in full military design with four soldiers in seat. Runs in all directions. backwards, forward, tips back' on hind wheels while in operation. Has clockspring motor, with key attached.

Weight per shipping carton 14½ lbs.
1 in a box.
2 dozen in shipping carton.

C741—Per dozen.. **$14.70**

Suggested retail price $0.95 each.

MECHANICAL G. I. JOE AND HIS JOUNCING JEEP



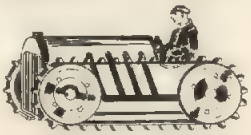
Made of metal, it speeds, whirls and bucks but it can't throw Joe. Size 6¾ inches long, 3½ inches wide, 7¼ inches high. Lithographed in bright colors. Strong spiral spring motor with key attached.

Weight per shipping carton, 40 lbs.
Individually boxed.
4 dozen in shipping carton or open stock.

901600—Per doz... **$29.60**

Suggested retail price $1.79 each.

CLIMBING TRACTOR



5¼ inches long, 2⅝ inches wide, 3 inches high. Lithographed Climbing Tractor with newly designed curved radiator. Equipped with sure grip endless rubber treads, attached; brake, man in seat. Hook at rear end. Climbs steep grades and runs over obstacles.

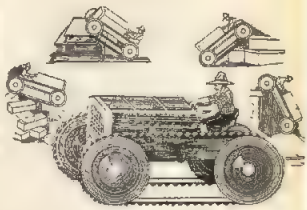
Weight, per shipping carton 18 lbs.
Individually boxed.
3 dozen in shipping carton.

C254—Per doz..... **$13.10**

Suggested retail price $0.85 each.

BULL DOG TRACTOR

Marx



9½ inches long, 5 inches wide, 6 inches high to top of driver. Heavy duty "Bull Dog" climbing Tractor. Equipped with wide, sure grip rubber tractor treads with latest new front design. Has driver in seat, equipped with brake and hook at rear for pulling loads. A super-power clockspring motor with easy wind enables it to climb steep grades, over obstacles, or pull heavy loads. Supplied with easily attachable and detachable Road Scraper. Key attached.

Weight per shipping carton, 25¾ lbs.
1 in a box.
1 dozen in shipping carton.

C4504—Per dozen **$51.40**

Suggested retail price $3.29 each.

TRACTOR AND PLOW

Marx

Set measures 13¼ inches long overall, 7⅞ inches wide overall and 6¼ inches high to top of tractor. Large heavy gauge pull Farm Tractor, with clicking noise resembling the hum of a motor, is sturdily constructed of heavy gauge steel. Replica of latest design Farm Tractor, cultivator type, with oversized rear wheels and narrow double front wheels and modern lithographed man sitting at steering wheel. Has hydraulic type lifting mechanism to which accessory is attached and can be raised or lowered as desired. Hook on rear to pull loads and equipment. Wheels realistically lithographed and embossed. Tractor finished in bright baked enamel colors. Bulldozer scraper accessorty completes the set.

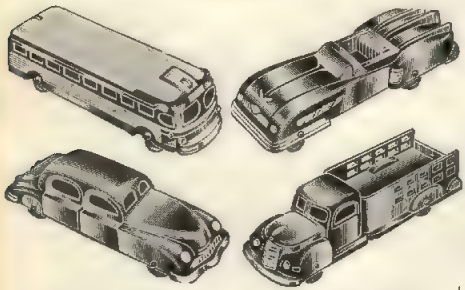
Weight per shipping carton, 26 lbs.
1 in a box.
1 dozen in shipping carton.

C1729—Per doz..... **$45.00**

Suggested retail price $2.85 each.

DELUXE CAR AND TRUCK ASSORTMENT

Tootsietoy



6 inches long, 1¾ inches wide, 1¼ inches high. Perfectly detailed—streamlined design with Rol-Ezy Rubber wheels. Assorted brillant colors with silver trim—3 of each to box of 1 dozen.

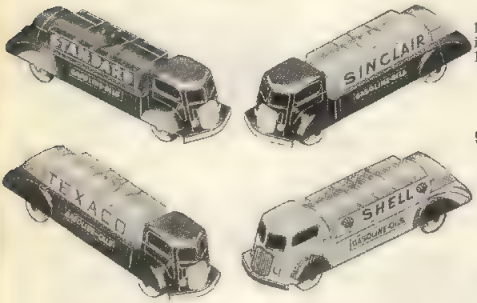
Weight per shipping carton, 38 pounds.
1 gross in shipping carton or open stock.

9V4730—Per Ass't of 1 doz. **$4.60**

Suggested retail price $0.29 each.

OIL TRUCK ASSORTMENT

Tootsietoy



Four nationally known oil truck—6 inches long. Assorted brilliant colors trimmed in silver. Modern design with Tootsietoy "Rol-Ezy" rubber wheels. Three of each to a box of 1 dozen.

Weight per shipping carton, 38 lbs.
1 gross in shipping carton or open stock.

9V2011—Per Ass't of 1 dozen.. . . . **$4.60**

Suggested retail price $0.29 each.

AUTO AND TRUCK ASSORTMENT

Tootsietoy

A new assortment of 6 kinds, modern design, length 4 inches, with "Tootsietoy Rol-Ezy" rubber wheels—assorted brilliant colors. 2 of each style to box of 1 dozen.

Weight per shipping carton, 45 pounds.
2 gross in shipping carton, or open stock.

9V4615—Per Ass't of 1 dozen..... **$2.40**

Suggested retail price $0.15 each.

TOOTSIETOY JUMBO CARS

Tootsietoy

Five new large Tootsietoys measuring 5¾ inches in length. Made from an alloy that is almost unbreakable, in assorted colors with rubber tires. (2 each Tow Trucks, Racers, Sedans and 4 Coupes in assortment.)

Weight per shipping carton, 64 pounds.
1 dozen assorted in a box.
24 dozen in shipping carton or open stock.

9V2010—Per dozen cars **$3.20**

Suggested retail price $0.19 each.

CAR AND TRUCK ASSORTMENT

Tootsietoy

Eight different styles. Length 3 inches with rubber wheels. Assorted brilliant colors—3 of each to box of 24.

Weight per shipping carton, 26 pounds.
12 boxes (2 gross toys to shipping carton).

9V525—Per dozen **$1.60**

Suggested retail price $0.10 each.

COAL AND DUMP TRUCK

Marx

21¾ inches long, 6¾ inches wide overall, 7½ inches high overall. Modern designed long hood cab type Coal Dump Truck constructed of steel. Large size dump body easily operated by dump lever on side of body. Movable gate covering slot in rear of dump body permits easy dumping of loads. Finished in bright color combinations of baked enamel; has shiny radiator, dummy headlights, bumper and four metal wheels.

Weight per shipping carton, 24¼ lbs. 6 to a carton.

C963—Per dozen.. **$35.30**

Suggested retail price $2.25 each.

STEEL DUMP TRUCK

Marx

Newly designed dump truck made of steel throughout, with spacious dump truck body, has movable tail gate. Truck has latest design hood, with shiny radiator, dummy headlights, and bumper. Dump body raised by means of wire dump lever. 20¾ inches long, 6⅛ inches wide, 5¾ inches high.

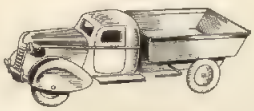
Weight per shipping carton, 57 lbs. 1 dozen in shipping carton or open stock.

C894—Per dozen.. **$29.00**

Suggested retail price $1.79 each.

DUMP TRUCK

Marx



Measures 7½ inches long, 2¾ inches wide and 2¾ inches high. Newly designed Dump Truck with large size dump body which measures 4¾ inches long and 2¾ inches wide. Sturdily built of steel. Has dump lever, radiator, dummy headlights and bumper.

Weight, per shipping carton 29½ lbs. 6 dozen in shipping carton or Open Stock.

C204—Per dozen..... **$6.40**

Suggested retail price $0.39 each.

DELIVERY TRUCK

Marx

Modern newly designed delivery truck with large open delivery type body. Has movable tail piece. Newly designed hood, dummy headlights, bumper and radiator. Finished in bright baked enamel colors. Measures 13¾ inches long, 4½ inches wide, 4 inches high.

Weight per shipping carton, 28 lbs. 2 dozen in shipping carton. or open stock.

C821—Per doz..... **$13.60**

Suggested retail price $0.85 each.

TOOTSIETOY JEEP

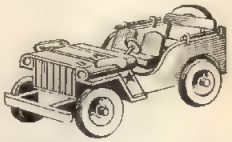
Army Jeep made of metal. Finished in olive green with black rubber tires. 4¾ inches long, 1¾ inches wide.

Weight per shipping carton, 41 lbs. Individually boxed. 1 dozen in box. 12 dozen in shipping carton or open stock.

9V285—Per dozen **$4.60**

Suggested retail price $0.29 each.

JEEP



11 inches long, 5¼ inches wide, 5¼ inches high. Made of heavy gauge steel. Replica of world famous military style Jeep. Has moveable windshields, hood raises realistically disclosing large compartment. Has shiny, dummy headlights, spare tire, bumper, metal wheels.

Weight per shipping carton, 50 lbs. 2 dozen in shipping carton.

C867—Per dozen .. **$33.60**

Suggested retail price $2.00 each

AUTO TRANSPORT

Marx

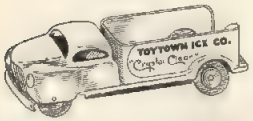
22½ inches long overall, 4¾ inches wide, 5¼ inches high. Streamlined 8 wheel trailer type Auto Transport with modern designed cab over engine style Hauler. Constructed of steel and complete with two streamlined cars. Trailer has a double deck so that the cars can be carried either on the top or inside. The Trailer can be disengaged and the cab-over-engine type Hauler can be used as a separate toy. Furnished with two separate cars which can be placed on the top or inside of Trailer. Furnished in bright attractive colors.

Weight per shipping carton, 44 lbs. 1 set in box. 1 dozen in shipping carton.

C842—Per dozen.. **$38.20**

Suggested retail price $2.39 each

ICE TRUCK
Wyandotte



Cab and chassis heavy gauge steel, 11¾ inches long. Lithographed steel body. One miniature ice cube and ice tongs included. Baked enamel finish.

Weight, per shipping carton 31 lbs.
Individually boxed.
2 dozen in shipping carton.

J432—Per dozen.. **$10.20**

Suggested retail price $0.69 each.

MILK TRUCK
Wyandotte

Cab and chassis heavy gauge steel 11¾ inches long. Lithographed steel body. Miniature milk bottle included. Baked enamel finish.

Weight, per shipping carton 30 lbs.
Individually boxed
2 dozen in shipping carton
or open stock.

J431—Per dozen.. **$10.20**

Suggested retail price $0.69 each.

BAGGAGE TRUCK
Wyandotte

Cab and chassis heavy gauge steel, 11¾ inches long. Lithographed steel body. Miniature freight truck included. Baked enamel finish.

Weight, per shipping carton 31 lbs.
Individually boxed.
2 dozen in shipping carton.

J434—Per dozen.. **$10.20**

Suggested retail price $0.69 each.

ALL STEEL WAGON

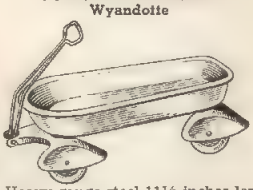
Bed 14½x7¼x2 inches. Height 6 inches. Overall length 29½ inches. Wheels double disc—3¾ inches. Handle tublar steel. Finished high grade red baked enamel.

Weight per dozen, 30 pounds.
1 dozen K. D.

5L9—Per dozen.... **$18.60**

Suggested retail price $1.50 each.

COASTER WAGON
Wyandotte



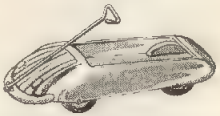
Heavy gauge steel 11½ inches long 12 inch wire handle. Baked enamel finish

Weight, per shipping carton 45 lbs.
2 dozen in shipping carton
or open stock.

J266—Per doz..... **$10.90**

Suggested retail price $0.69 each.

COASTER WAGON
Tootsietoy



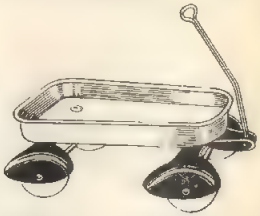
Heavy gauge steel, 4 inches long with 2½ inch wire handle, 1¼ inches wide with black rubber tires. Baked enamel finish.

Weight per shipping carton, 21½ lbs.
1 dozen in a box.
12 dozen in shipping carton.

9V1151—Per doz..... **$2.40**

Suggested retail price $0.15 each.

STREAMLINED WAGON
Marx



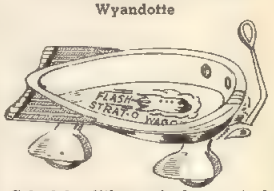
Measures 7½ inches long, 3¼ inches wide, 1⅞ inches high. Metal wagon with front wheels on swivel and wire handle 4¾ inches long is attached.

Weight per shipping carton, 25½ lbs.

C119—Per dozen..... **$5.00**

Suggested retail price $0.35 each.
3 dozen in shipping carton.

FLASH STRAT-O-WAGON
Wyandotte



Colorful lithographed metal. Streamline fenders. 6 inches long, 1¾ inches high, 2¾ inches wide. Bright steel handle 3¼ inches long.

Weight, per shipping carton 24 lbs.
6 dozen in shipping carton or
Open Stock.

J261—Per dozen..... **$4.00**

Suggested retail price $0.25 each.

CHICKEN AND CART
Wyandotte

8 inches long overall. 3¾ inches high, 3½ inches wide. Made of colorful lithographed metal.

Weight per shipping carton, 14 lbs.
3 dozen in shipping carton or
Open Stock.

J506—Per dozen.. ... **$4.20**

Suggested retail price $0.29 each.

SAND O LAND BOATS

Wyandotte

Colorful lithographed metal. 9 inches long, 4½ inches high, 4¾ inches wide. Metal shovel 7¼ inches long. Floats in water. Four wood wheels. (Can be used as pull toy or in sand.)

Weight, per shipping carton 18 lbs.
Individually boxed.
2 dozen in shipping carton.

J518—Per dozen.. **$10.30**
Suggested retail price $0.69 each.

DOLL CARRIAGE

Wyandotte

9¼ inches long, 6½ inches high. 3¾ inches wide. Colorful lithographed metal. Inside lithographed—simulates upholstery.

Weight, per shipping carton 22 lbs.
Individually boxed.
2 dozen in shipping carton or open stock.

J416—Per dozen.... **$10.20**
Suggested retail price $0.69 each.

HELICOPTER

Wyandotte

Modeled after the latest design Helicopter. 9¾ inches long—very realistic—plenty of action. Semi-mechanical; gyro propellers on top and in rear rotate when toy is pulled. Heavy gauge steel bottom. Red baked enamel finish. Colorful lithographed metal top. String attached for pulling toy.

Weight per shipping carton, 23 lbs.
Individually boxed.
2 dozen in shipping carton.

J216—Per dozen.. **$13.40**
Suggested retail price $0.89 each.

PLASTIC RACER

Plastic Racer 4¼ inches long. 1½ inches high. Assorted colors.

Weight per box, 3 lbs.
6 dozen in box or open stock.

6N61—Per dozen **$1.60**
Suggested retail price $0.10 each.

PLASTIC RACER

Wannatoy

Two bright colors, with wheels that turn. A true to life model. 2⅛ inches long, ⅞ inches wide, ¾ inch high. Assorted colors.

Weight, per shipping carton 5½ lbs.
4 dozen in box, 3 gross in shipping carton.

50R2—Per dozen..... **84c**
Suggested retail price $0.05 each.

PLASTIC SEDAN

Colored plastic Sedan with black wheels. Length overall 5 inches, width 1½ inches.

Weight per box, 2 pounds.
2 dozen in box, open stock.

ZAU1—Per dozen **$3.20**
Suggested retail price $0.19 each.

PLASTIC DUMP TRUCK

Wannatoy

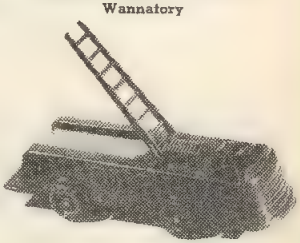
Plastic Dump Truck, its body raises and lowers. 3½ inches long, 1¼ inches wide. 1½ inches high. In three brilliant colors.

Weight, per shipping carton 7 lbs.
2 dozen in box.
1 gross in shipping carton.

50D2—Per dozen.... **$1.60**
Suggested retail price $0.10 each.

PLASTIC FIRE ENGINE

Wannatoy



Made of plastic, its ladder actually raises and lowers. Brilliant red with cream colored ladder and black wheels. 4¾ inches long 1⅞ wide, 1⅞ inches high.

Weight, per shipping carton 8 lbs.
1 dozen in box, 1 gross in shipping carton.

50F2—Per dozen..... **$2.40**
Suggested retail price $0.15 each.

Maureen O'Hara—20th Century-Fox

We claim no advantage in buying... we can, and do, sell for less

Six rings illustrated in Yellow Gold on the opposite page are now available in 14K WHITE GOLD at the same price. Eight are available in Platinum.

The White Gold rings and Platinum rings are listed below . . . simply order by number.

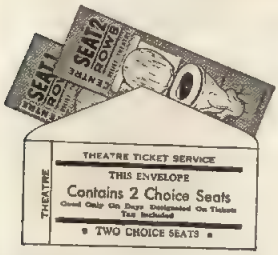
Yellow Gold Number for Identification	Order White Gold by This Number	Retail Price Plus Tax	Yellow Gold Number for Identification	Order Platinum by This Number	Retail Price Plus Tax
12246 M17500	12336 M17500	$262.50	12295 M14950	12332 M17000	$ 255.00
12244 M49200	12337 M49200	738.00	12273 M49400	12333 M53300	800.00
12247 M26200	12339 M26200	393.00	12274 M91250	12334 M95200	1,425.00
12109 M7500	12135 M7500	112.50	12222 M13450	12335 M15350	230.00
12245 M63000	12341 M63000	945.00	12223 M38300	12338 M40200	605.00
12101 M7500	12121 M7500	112.50	12115 M5950	12141 M7500	112.50
			12221 M41900	12340 M43600	655.00
			12111 M10000	12137 M11500	175.00

All diamonds are AAA quality Unless otherwise stated, all rings are 14K yellow gold with 14K white gold settings.

Prices shown are retail . . . federal tax of 20% extra.

Be sure to state ring size desired. For quick way to tell correct size, see index under Ring Sizes.

POPULAR NOVELTY SHOP ITEMS



No. 124M42S—Comic Theatre Tickets. It's a brand new laugh! An enticing theatre ticket envelope which promises 2 choice seats contains a pair of regulation size tickets printed on actual theatre colored stock. And the 2 choice seats are really choice! A natural April Fool's Day item that fills the great demand for sure-fire comic novelties at an economical price

Per dozen ..... **30¢**

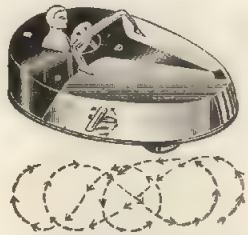
Per gross **$2.75**

No. 113GB0S—Beat-'Em-Out Pinball Game. This game has seven different racing cars with higher graduation of points for getting the balls into the holes on those nearest the finish line. Constructed with a heavy-duty cardboard base, the race course is in full color picturing the hair-pin curves and other hazards of the course. Rim is of red enamel-finished metal with guide and spring of long lasting steel. Packed separately in a protective cardboard box, complete with 5 colored marbles.

Each . **$1.15** Per dozen **$12.75**

No. 8054—Hum-A-Zoo. Provides endless amusement for grown-up and kiddies. Anybody can play them—simply hum, sing or croon and the Hum-A-Zoo does the rest. Requires no musical knowledge—has no moving or metal parts. New and popular it is sturdily made of heavy plastic in assorted attractive two-tone colors. Fitted with a long lasting durable extra loud diaphragm skin vibrator that produces music of unusual clarity. Diameter, 2 inches.

Per dozen ..... **80¢**



No. 3818—Mechanical Beetle Bug. Tops for action and really fun to watch, this new little mechanical sensation beats everything you've ever seen before. Well made of quality metal in an oval shape, it comes in a wide array of assorted brightly-enameled colors. Has simulated windshield and driver. Winds up and when let go, it scoots around and around, in a figure eight, in a circle, but never in a straight line. Precision mechanism provides positive action every time. Its amazing gyrations are always varying as it has a mechanical mind all its own. Length, 6½ inches; width, 3¾ inches. Each in box.

Each **90¢** Per dozen **$10.00**

No. 112P1620—Giant Mechanical Beetle Bug. Same general construction as above in the giant 4-wheel size. Measures 10 inches long and 5 inches wide. Each in a cardboard box containing removable winding key and instructions for operation. Assorted colors.

Each **$1.40** Per dozen **$16.00**

No. 112P1603—Mechanical Wind-up Racer. Long, sleek and speedy with a powerful spring-driven wind-up mechanism. Heavy metal construction with turned edges, streamlined, airflow design that hugs the ground. All-enamel two-tone finish with contrasting racing driver and wheels. Length, 12½ inches. Each in box

Each **$1.10** Per dozen **$12.00**

No. 2851—American Saber. Looks almost like a real honest-to-goodness saber—just like officers wear on dress parade. Something to give the kiddies the dash and elegance when playing soldier. Saber has handle of turned wood in attractive spiral design with metal finger guard and 13¼-inch metal blade. Attached to the handle is a long red, white and blue rayon satin tassel. Included is a sheath made of heavy cardboard and finished in silver to give a steely appearance. Complete with leatherette carrying strap.

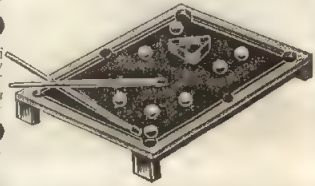
Per dozen **$4.00**

No. 112P1624 — Mechanical Dancing Twins. Right in tune with the current jitterbug craze, these dancing twins are sure to be popular. Made of high grade metal, each toy is supplied in color combinations of white, blue, yellow and green. Has powerful spring wound motor that manipulates the dancers. Figures stand on a 5½ x 2¾ inch base with stop-go lever on side. Overall height, 8 inches.

Each ... **$1.00** Per dozen **$11.50**

No. 112S1603—Movie Star Transfers. Teenagers and bobby-soxers go wild over them! Pictures of famous movie stars such as Gene Kelly, Clark Gable, Lana Turner, Greer Garson and many others which transfer easily to sweat shirts, kerchiefs, raincoats, etc. To apply, just press with hot iron. Each on a large sheet of strong tissue paper with the star's name and an appropriate saying. Average height of pictures, 6½ inches. Come in assorted colors, retail at 1c each. Put up 144 transfers of 18 movie stars on hanging display card.

Per card ..... **80¢**



No. 112M2508—Junior Pool Table. An excellently made miniature pool table that can be steadily set on any table. Top grade varnished pine construction features rubber cushioning along sides and green padded top. When bright numbered balls are placed into one of the 6 holes, they are caught in a red metal slide and rolled to front. Long 21 inch cues have rubber caps at tips. Set includes 2 cues, 16 marbles, and red metal rack. Size of table, 22 inches long, 14¾ inches wide, 2¾ inches high.

Each **$2.45**

No. 112M2509 — Miniature Pool Table. Smaller size table, 18 inches long, 12 inches wide, 3½ inches high. Cues, 18½ inches long.

Each **$1.75**

No. 34T401—Table Tennis Balls. Tournament fast with everlasting lively action! Officially approved by the U.S.L.T.A. The toughness and long-life ruggedness of these excellent table tennis balls make them choice equipment for professionals and amateurs alike. Regulation size. Packed 6 to an attractive counter display carton

Per carton ..... **65¢**

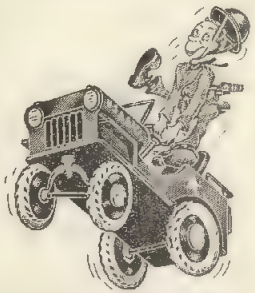
Per dozen cartons **$7.20**

NEWEST ENTERTAINING MECHANICAL TOYS

No. 112P1669—Li'l Abner and his Dogpatch Band. A whirlwind of action that is sure to bring squeals of delight from the kiddies. Direct from the comic strip is lovable Li'l Abner and his entire Dogpatch family. Little dynamo Mammy, hen-pecked Pappy Yokum and of course alluring Daisy Mae. A 3-dimensional all-metal mechanical toy that is safe, amusing colorful. Wait until you see Mammy wave the baton, Pappy beat the drums, Daisy Mae play and sway, and Li'l Abner perform a lively tap dance. Nothing before like it; it's actually 5 toys in 1. Individually packed

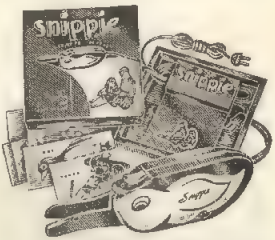
Each **$1.95** Per dozen **$22.50**

Jouncing Jeep Lincoln Tunnel



No. 112P1665—G.I. Joe and His Jouncing Jeep. Watch Joe go in his flashy jeep. It speeds, it whirls, it bucks, but it can't throw him. An all-metal colorful toy with dependable wind-up mechanism that really lasts. Joe is sharply dressed in khaki uniform, complete with movable helmet that slides over his eyes during his hazardous ride. Movable legs and steering wheel allow him to taste action in the car and nearly fly through the windshield. Fast moving, smoothly running rear wheels and front wheels that can turn a complete circle about the axle cause the jeep to merrily go through its life-like antics. Really a hilarious toy, enjoyed by young and old alike. Size 6¾ inches long, 3½ inches wide, 7⅛ inches high.

Each ..... **$1.25** Per dozen **$14.40**

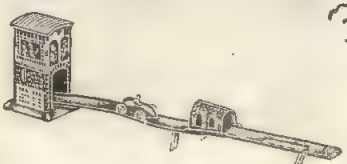


No. 112P1689—Snippy Scissors. The safe electric scissors that is useful entertaining, instructive for children of all ages. Makes cutting up lots of fun. Can be used on paper, cloth, etc. with out any effort and with much speed. Very well con-tr cted with emphasis on safety. Includes decorated hand-fitting plastic handle, switch that turns current on and off, polishless blades, and insulated cord. Set includes generous supply of pleasing cutouts in attractive box. Put Snippie in one youngster's hands and every child in your locality will want one. For 105-125 volt, 50-60 cycle A. C. current.

Each **$1.40**
Per dozen **$16.00**

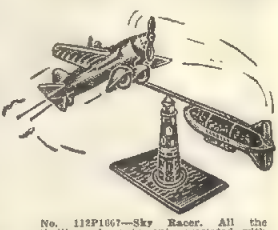
No. 112P1656—Mechanical Clown Acrobat. The daring young man on the flying trapeze is in the public eye once more as one of the most popular toys on the market. Colorful, thrilling, fascinating with never a boring minute. Children love to watch the funny acrobat swing around and around on his trapeze. The plastic acrobat is brightly arrayed in clown's outfit with gayly painted face. Wire frame is sturdily built for lots of use, and wind up mechanism takes any amount of hard wear without damaging its efficiency. Size of frame 8 inches high, clown 4½ inches tall. Packed in lithographed box.

Each **75¢** Per dozen **$8.00**



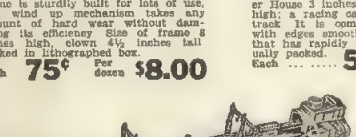
No. 112P1663—Capitol Hill Racer. An action packed mechanism toy with an exceptionally long running motor. Simple to handle—all you do is wind clock spring motor, and sleek car races back and forth for several minutes. A real thrill to all kids who can spend hours on end playing with this captivating toy without tiring. Consists of a Power House 3 inches long, 2½ inches wide, 4 inches high; a racing car and driver; and 15 inches of track. It is completely made of durable metal with edges smoothly turned. A fast selling item that has rapidly made a nationwide hit. Individually packed.

Each ..... **55¢** Per dozen **$6.00**



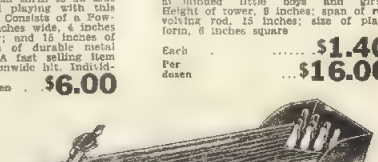
No. 112P1667—Sky Racer. All the thrills and excitement associated with flying are found in this new mechanical toy. Shiny streamlined airplane and modern zeppelin whirl 'round and 'round the air field tower. The brightly colored all-metal construction and wind-up mechanism provide a sturdy toy that will withstand the long hard wear it will receive from excited youngsters. One of the favorite toys on the market with special appeal to mechanically minded little boys and girls. Height of tower, 9 inches; span of revolving rod, 15 inches; size of platform, 6 inches square.

Each **$1.40**
Per dozen **$16.00**



No. 112P1666—Lincoln Tunnel. A brand new toy that promises to hit a new high in popularity. All metal construction with mechanical action of 2 passenger cars, 2 buses, and 2 trucks traveling in opposite directions. Metal power house representing New York on one end and metal housing on opposite end, through which traffic passes. Runs about 30 seconds on 1 winding. Size, 24 inches long, 3½ inches wide, 3 inches high. Each toy individually packed in 3-color display box.

Each ..... **$1.40** Per dozen **$16.00**



No. 112M2468—King Pin Bowling Alley. Always a perfect score in sales with this much requested home bowling game. A table-size miniature of the real thing. It keeps adults and children alike busy for hours trying for strikes and spares for bigger scores. All metal sturdy construction, consisting of 20 inch long alley, bowler, set of 10 pins and ball. Simple to work, easy to control; it promises years of fun. Individually packed

Each ..... **$1.15** Per dozen **$13.25**

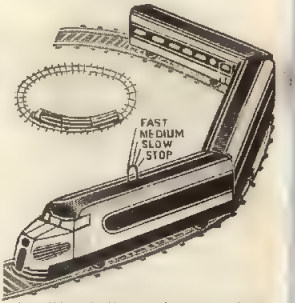
Educational and Constructive Toys

No. 112M2504—Far West Ranger Play Set Set consists of an attractively embossed leatherette holster, a leatherette belt, two leatherette cuffs with snap fasteners, a colorful leatherette mask and a dandy realistic die-cast metal cap gun. The gun has a plastic handle with large raised illustration of a long horn steer head. Lariat is made of rough woven fibre, worked into an attractive colorful design. The complete set is contained in an attractive display box decorated with a bold Western scene

Per set, complete **$1.95**
Per dozen sets **$22.75**

No. 112P1617—Flexible Train Track. Looks like real railroad track! Can be curved into any shape! This new nationally advertised track can be used with any popular track and fits all switches or crossovers. Extreme flexibility allows it to be erected straight or curved into any desired shape. While extremely easy to assemble, flexible track combines play with imaginative skill thus providing definite educational value. Easily taken apart to reshape or store away. Includes 3 rails which when assembled make a piece of track equal to 10 lengths of O gauge track. Individual cellophane package contains 50 durable slotted hardwood ties. Attractively packaged in colorful box, 14 inches square, 1 inch high

Per box **$1.80**



No. 112P1639—Mechanical Wind-up Train Set. Streamlined wind-up train contains new variable speed control—fast, medium, slow and automatic coasting mechanism. Sturdy, all-metal construction in sleek engine and 2 following attached passenger cars, affords long lasting play value. A beautiful toy that any child would be proud to own—modernly designed train finished in bright multi-color finish in red yellow, blue. New construction tracks and flexible streamlined faring provide added appeal and value

Each **$1.40**
Per dozen **$16.00**

No. 112M2531 — Far West Ranger Holster Set Includes 2 leatherette holsters, attractively designed in red with white cowboy illustrations, sturdily stitched and fitted. Metal and adjustable leatherette belt slips through loops in holsters to fit any child. Two die-cast nickel metal clicker guns with white plastic handle decoration presents a thrill to any Western enthusiast

Each **$1.45** Per dozen **$16.50**

No. 112M2530—Junior Far Western Holster Set A smaller set for the smaller cowboy. Includes 1 metal clicker gun, with holster and belt. Individually boxed

Each **75¢** Per dozen **$8.50**

No. 112M2535 — Deluxe Miniature Timbers Set Educational and architectural, it is ideal for children of all ages. A really complete set with more than 500 separate construction pieces of various sizes. Building materials consist of notched wood parts with maple finish and roof green finish—no nails are needed. Simple to follow actual blueprints included in set and fun to devise new building plans. Everything is true to scale—not only a toy but a teacher. With this set it is possible to construct houses, barns, bridges, towers etc. Enclosed in colorful lithographed box 16½ inches long 11¾ inches wide, 1¾ inches high

Each **$2.75** Per dozen **$32.00**

No. 112M2534—Miniature Timbers. Smaller building set containing 250 pieces. Complete with blueprints and additional pictures. 8¼ inches x 12¼ inches x 9¼ inches x 1¾ inches

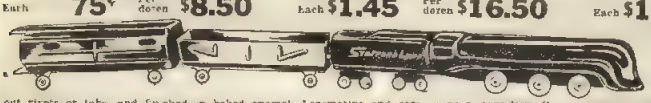
Each **$1.45** Per dozen **$16.50**

No. 112M2508—Practical Chemist Set. An entertaining and educational chemistry set for boys and girls that contains no corrosive explosive or harmful chemicals. Perfectly safe, no heat required. Makes many useful household and beauty items such as cold cream, stain remover, etc. Contains 40 items, including 24 tubes and bottles of chemicals, metal test tube holder, 2 empty test tubes, color dyes, litmus paper, test tube cleaner, dropper, glass mixing rod, measuring spoon, labels and book of instructions containing 150 experiments

Each **$3.35** Per dozen **$39.00**

No. 112M2505 — Small Practical Chemist Set Chemical set for beginners, safe harmless with 100 fascinating experiments. Can make useful items as above set. Includes 12 tubes of chemicals, litmus paper, 2 tubes color dyes, test tube holder, glass rod, dropper, measuring spoon, labels, and instructions

Each **$1.70** Per dozen **$19.50**



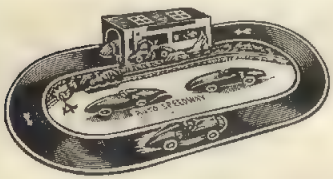
No. 112P1654 — Three Car Streamliner Train Set. Streamlined engine, gondola, and bright red caboose each a 1-piece steel body, made without rivets or tabs and finished in baked enamel. Locomotive and cars as neat "wreckproof" as engineering skill can make them in fact the streamliner will support the weight of a 200-pound man. No child can resist this superb 25 inch train that speeds along on freely moving wheels. Engine, 12½ inches long 2 inches high 1½ inches wide; gondola, 6½ inches long, caboose 6 inches long. Gondolas packed in 6 assorted colors

Each . . . . . **75¢** Per dozen **$8.25**

No. 112P1655—Seven Car Streamliner Train Set. Each car built as sturdily and attractively as above set. This 49 inch train includes sleek streamliner engine, 5 brightly colored gondolas, and red caboose. An all-around big hit that offers years of play value to children

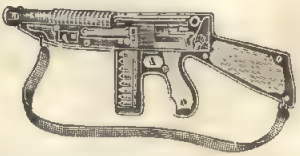
Each . . . . . **$1.45** Per dozen **$16.50**

Newest Sensational Toy Items



No. 112F1610—Auto Speedway. Thrills and spills to delight every child in this action packed auto racing toy. One car races around speedway, and when reaching tunnel, device automatically releases second car which races around to meet first car, etc. Beautifully lithographed in full color—all-metal sturdy construction. Cars have powerful precision wind-up motors to give long durable service Attractively boxed
Each . . . . . **$2.75** Per dozen **$32.00**

No. 112F1671—Auto Speedway, Jr. A grand little racing game as durably and attractively constructed as above. Car races around track and stops at number which is scored Highest score in 6 tries is winner. Appealingly packaged to stimulate sales
Each .....**$1.40** Per dozen **$16.00**



No. 112F1668—Superfire Mechanical Machine Gun. A real thrill to every little boy who likes to play soldier or G-man Even the youngster who is not interested in toy guns will be captivated by this model. Gun simulates rat-a-tat-tat of an actual machine gun, and throws sparks from muzzle A new mechanical toy that contains an improved long running motor. All-metal construction takes all sorts of the roughest punishment. Its generous substantial size of 25 inches long and 7½ inches high, along with durable attached strap which allows gun to be slung over shoulder, make it a super favorite. This is the toy that boys never leave behind, but carry wherever they go. An item that is always in demand and always a big seller. Individually boxed in 4-color container
Each .... . . **$1.80** Per dozen **$20.80**

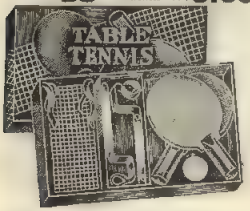
No. 112F1651—Walking Joe. G. I. Joe is always walking, and now this unmistakable symbol of the U. S. Army has been embodied in a hilarious new mechanical toy Carrying a dog basket in each hand filled with soulful members of the K-9 corps, Joe rapidly trots along to the delight of all. Youngsters especially enjoy watching the delightful antics of the all-metal buck sergeant lithographed in full color. When wound up, he walks along the floor for about 40 seconds, while his hat flips back and forth. Height, 9 inches Individually boxed
Each . **85¢** Per dozen ..**$9.60**

No. 112M2414—Bonnie Jump Rope. Extra thick quality jump rope with solid wooden handles 4½ inches long and a full inch in diameter In the handles are sturdy metal loops through which the jump rope is secured by ½-inch wide metal clips Overall length, 84 inches
Per dozen **$2.10**

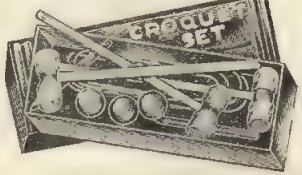
No. 112M2415—Patty Jump Rope. Fine quality 75 inch jump rope with 4 inch brightly enameled wooden handles securely attached by strong steel staples
Per dozen **$1.20**

No. 112M2498—Model Tool Set. Now the little tots can work along side of their dads with this miniature 7 piece tool set. Each tool is an exact replica of the real thing yet is safe and non-injurious. Includes a 4½ inch hammer with cast iron head and bright wood handle, 5 inch iron chisel with red handle 5 inch screw driver, 6 inch hand saw, 4 inch pliers, 4½ inch ax with dull cast iron head, and 6 inch ruler A tool set that is much in demand. Attractively arranged on display card
Per dozen **$4.00**

No. 112M2499—Junior Tool Set. A 5-piece tool set, including hammer, screwdriver, ruler, cast iron square, and 4 inch wrench A popular item that never fails to sell Attached to display card.
Per dozen **$2.00**



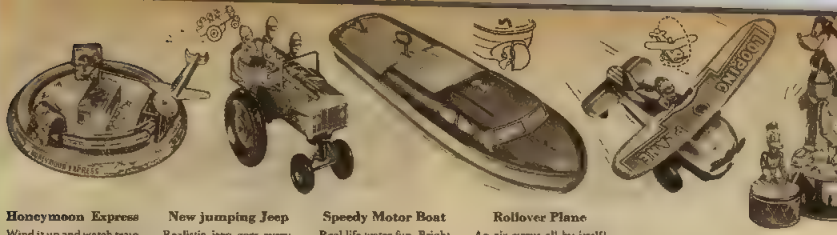
No. 112G842—Table Tennis. The ideal set for every home—a well constructed table tennis set that can be set up on any dining room table Features two full size wooden sanded paddles that promise clean swift returns with an easy-to-grip handle. Sturdy green regulation net is securely bound with heavy white cotton strips that can be attached to two metal clamps. Complete with English-made ping pong ball. A fast-seller that means good profits Colorfully packed in lithographed box, 18½ x 10⅝ x 1¾ inches
Each .**95¢** Per dozen .**$10.50**



No. 112G833—Croquet Set. Always a popular sport throughout the nation, this excellent yet inexpensive croquet set makes the same available to all Perfect for playing on the front lawn or in the back yard, two or more persons can participate Sales will really soar when this attractive yet durable set is displayed Includes three 32 inch sturdy wooden mallets, distinguishable by painted band, three 2-inch wooden balls in bright colors, two bright 8-inch posts, and nine rust-resistant, copper-plated steel arches. Packed in colorful lithographed box.
Each **85¢** Per dozen **$9.75**

No. 112M2837—Little Miss Muffet Pastry Set. Includes 11 inch wooden rolling pin, 6½ x 8½ inch kneading board, 2 glass mixing bowls, an actual miniature egg beater, a wooden and a metal scoop, metal flour sifter, pie tin, metal mold, wood masher, cookie cutter, glass measuring cup, plastic cake server, oven thermometer, and two flour and sugar containers Set up attractively in lithographed display box. Per
Each **$1.45** dozen **$16.50**

No. 112M2836—Little Miss Muffet Pastry Set. Smaller set that includes rolling pin, kneading board, 1 glass mixing bowl, oven thermometer, egg beater, masher, cookie cutter, scoops, pie tin, mold, and recipe book. Also in brightly colored box
Each ....**75¢** Per dozen **$8.25**



Honeymoon Express
Wind it up and watch train speed 'round and 'round through tunnels, over bridge as plane soars overhead. All-metal, brightly lithographed. Platform 9¼ in. across. Key wind motor, brake. Fun for all.
49 N 5732—Shipping weight 1 pound 98c

New jumping Jeep
Realistic jeep goes everywhere, does everything without losing any of its 4 men! All metal. Spring motor, key attached Runs all directions, backwards, forward, tips back on rear wheels. 5½ in. long.
49 N 5725—Shipping weight 12 ounces 79c

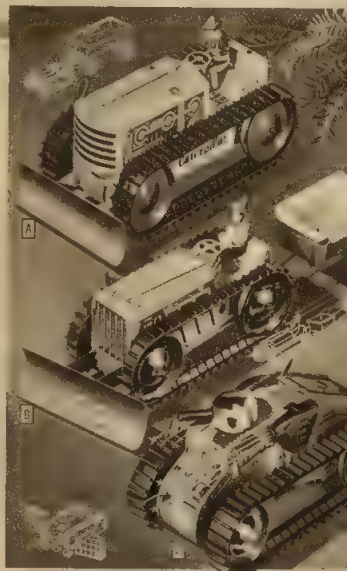
Speedy Motor Boat
Real life water fun Bright colored speed boat, realistically lithographed. All metal. Has rudder adjustable for steering where you want it to go. Strong windup motor, key attached 14½ in. long.
49 N 5710—Shipping weight 1 pound 87c

Rollover Plane
An air circus all by itself! Mechanical motor toy, all metal, with man in cockpit Runs forward, somersaults, making complete ground loop. Repeats action many times with one winding 7½-in. wing. 5 in. long
49 N 5738—Shipping weight 12 ounces 98c

Disney's Donald Duck Duet
Amusing! Full of action! Donald beats t snare drum, while Goofy, the dog, does tap dance on the big drum. Long runni key wind, spring motor; brake. Lith graphed in bright colors 10¾ in. hig Sure to be a hit with any youngster.
49 N 5737 Shpg wt. 1 lb. .$1.4

Rubber Farm Sets, Mechanical Toys

"round the fir tree bright, children merrily will gather with delight."



Super-power heavy-duty Tractors, Tank

A **Powerful toy farm Tractor** . . . such a world of power! Pulls many times its own weight, climbs 35 degree grades. The clock-spring motor is sturdy. Equipped with non-skid gripper treads to give added traction. Keeps to lumbering tractor-like speed. Streamlined, with shaped radiator front. Complete with driver, brake, and hook in back for attaching loads. Key attached. Comes with easily attached and detached road scraper. All metal.
49 N 5759—9⅜ in. long by 5 in. wide. Shpg wt. 2 lbs. 4 oz..... $2.89

B **Tractor, Trailer, Scraper Sets.** Choice of two models. Both roar up 35° hills, shove aside sand with road scraper, haul toys in detachable 6-in. dump trailer. Tractors powered with heavy duty clock-spring motors and sure-grip rubber treads. Length, including trailer, scraper 15½-in. Pull loads many times their own weight. Start and stop lever on tractors.
49 N 5753—**Deluxe set** with aluminum finish. Shipping wt. 1 lb. 8 oz. $1.95
49 N 5752—**Popular priced set** of lithographed metal. Shpg. wt. 1 lb. 8 oz. $1.49

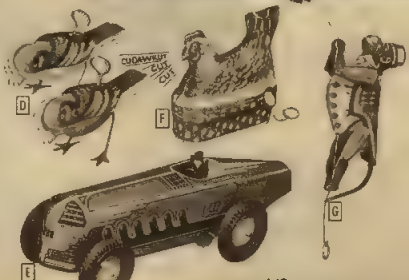
C **Giant, spark-shooting Steel Tank** . . . What boy wouldn't be thrilled to own this realistic tank! Crashes toy walls . . . climbs steep grades . . . rumbles like real tank . . . even shoots sparks Dummy cannon in revolving turret. Sure-grip, caterpillar-type rubber treads. Powerful key-wind clockwork motor; start and stop lever. Sturdy construction. Camouflage colors.
49 N 5797—5x3½x10 in. long Shipping weight 2 lbs. 6 oz.. . .$2.89

D **Pair of pecking Birds** . . . these two cute birds have realistic action. Turn the key and they hop all over the floor pecking for food. Colorful all metal. Abt. 5⅜ in. long.
49N5704–Shpg. wt. pr. 10 oz. Pr.79c

E **Mechanical Racer,** 13 in. long. Wind up the key wind spring motor and let it run across the floor! Sturdy metal, realistically lithographed. Metal driver. 2½-in. diam wheels.
49 N 5712 –Shpg. wt. 12 oz. . . 79c

F **Little red Hen** . . . just crank the handle, she cackles and lays one colorful wooden egg after another! She's all metal. Feathers brightly colored. About 5½x3¾x4¾ in. high.
49 N 5766—Shpg. wt. 7 oz. . . .56c

G **ZIPPO—climbing Monkey.** Pull string taut—watch him scramble up; hands, feet moving. Release string, down he comes. All metal, 8¾ in. long. Gaily lithographed
49 N 5709—Shpg. wt. 10 oz. . .69c

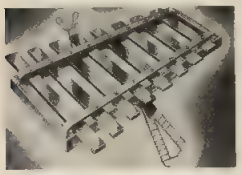


FOR PAGE 149 . . MECHANICAL TOY

NEW TOYS ON PARADE

New Toy Xylophone

"March a Tune:" The first fresh idea in xylophones in years. This toy musical instrument may be played on the table or by inserting



a handle and music sheet holder: carried and played by hand. A Futurland Toy manufactured by MATTEL CREATIONS, 5908 South Main Street, Los Angeles, California. Musically correct, full octave, tempered metal chimes. Durable plastic base. Complete with mallet, instruction sheet, holder and handle. Attractively boxed.

Lumber Carrying Truck

Displayed for first time at Western Gift Toy & Housewares show was a new entry in the growing field of toys that "work like real." The Cari-Car straddle carrier, a miniature lumber carrying truck, is made by SWAN HILL MFG. CO., Pleasanton, Calif.

This miniature vehicle has the neat trick of maneuvering into position over the young contractor's load of material, hoisting it into place and trundling it off to the building site just like the big ones. It steers all four wheels from the steering wheel and incorporates manual load control from the top. As a pull toy it steers automatically on the tow string. Its appeal is to the two to ten-year group.

Strength is designed and built into the Cari-Car. Major parts are die-cast in New Jersey Zinc Co.'s Zamak, a special alloy having, roughly, the strength of cast steel. Other parts are cold-rolled steel. Wheels are unit molded of rubber. Finish is durable, high luster enamel in bright red, yellow and blue. Sparkle is achieved through contrasting white metal work and black seat and simulated fold-down top, making the toy one of eye catching appeal.

Size is 11½" long, 7½" high, 7¼" wide. The toy will be shipped in individual corrugated containers and will have two material palettes and a tow line. Priced to retail at $8.95.

New Atom Gun

The Meldon Brothers Company of Cleveland, manufacturers of the well-known P-38 all-steel toy clicker pistol, are introducing a new toy

gun to the market. It's the new super-automatic Atom Gun that shoots with a bang and a flash! The new toy, which is harmless, is made of heavy quality 22-gauge steel throughout, to take a lot of wear and tear. Each pull of the trigger results in a brilliant flash and bang that will thrill the kids, according to the manufacturer. The actual size of the gun is 7½ inches long by 4¼ inches high. Each gun is individually packaged in a colorful box. The suggested retail price of the new toy gun is 59c. MELDON BROTHERS CO., is located at 4748 Hough Avenue, Cleveland 3, Ohio.

•

A Bird Bank

"Birdy Bank:" The action bank of 1946 that reached new sales heights has now been reduced in price. Pert birdy drops coins down the chimney when his tail is touched. Heavy plastic construction. Removable locking plug at the base for removal of coins. Made by MATTEL CREATIONS, 5908 South Main St., Los Angeles, California.

Plastic Bicycle Pump

Bicycle pumps made of Tenite plastic are sold in color combinations to match grips, horns, and other accessories, according to the cyclist's taste. The plastic is chip-proof, and its colors won't peel. Furthermore, the Tenite parts of the pump are proof against corrosion and denting as well.

The Tenite pump is lightweight and compact. When not in use, it rides clamped to the bike, with its short length of hose stored neatly inside the plastic head. To fill a tire, the hose is removed and attached to the other end, and the head is pushed up and down for air pressure. Tenite is extremely tough, and withstands the somewhat rigorous pumping action.

The pump is rapidly injection

molded in four pieces, with brass inserts in head and lower cap molded in place. A leather washer is fastened to the bottom of the plunger rod by means of a screw.

It is made for PHARIS TIRE & RUBBER CO., Newark, Ohio.

3 OUTSTANDING TOY GUNS

that are GREAT VALUES and FAST SELLERS

P-38 TOY CLICKER PISTOLS

The one toy clicker pistol that is guaranteed to click every time. Top quality construction throughout . . . made of heavy quality 22 gauge steel . . . with infra-red baked black satin finish. Large size . . . same as a real gun. A tested and proven fast seller!

SUPER AUTOMATIC ATOM GUN

It's New . . . it's dynamic! A toy gun . . . that shoots with a BANG and a FLASH! Perfectly harmless—the kids have been looking for just this gun! Well made of heavy 22 gauge steel . . . packaged in an attractive colored box.

WESTERN TYPE REPEATING CAP PISTOL

A beautifully designed cap pistol . . . carefully constructed throughout for lots of fun and use. A Western type that looks like the real thing . . . as soon as any boy sees it . . . he'll want one. Individually packaged in an attractive box.

For Further Information on these Fast Selling Toy Guns . . . Write or Wire today—

MELDON BROTHERS CO.

4748 HOUGH AVE. • CLEVELAND 3, OHIO • EXpress 3858

packed with **POWER**-*patterned for the* **POCKET**

MICKEY MOUSE SPORT BINOCULARS

A PRECISION PRODUCT

DEVELOPED BY ROYAL AMERICAN AS A TREMENDOUS BINOCULAR VALUE

Beamed At Big Profits For You Now and In The Months To Come

GLAMOURIZED BY MICKEY MOUSE FOR A TREMENDOUS TOY PROMOTION TIE-IN

NATIONAL AD CAMPAIGN covering special children's publications and the widely read comic books will soon tell millions about the Mickey Mouse Sport Binoculars Radio time also scheduled

Perfect for pocket or purse –

Royal American's exacting craftsmen have developed the best in binocular features into a colorful, super-portable version—a rare combination of power, size, and beauty. They measure only 1¼" (front maximum) x 3⅞" x 2⅛" (closed), 2⅜" (extended), and weigh under 4 ounces! They're smart, big time, expensive looking, and so is the striking, self-selling package.

Kids and grownups too will go overboard for these Mickey Mouse Sport Binoculars, take them along wherever they go . . . on trips and hikes, on hunting and fishing excursions, at all sports events, at concerts, at the theater, at the circus . . . use them whenever extended eyesight is required.

SHIPPING DATA Packaged 48 packages per carton, 20 pounds per carton. F.O.B. Minneapolis Counter display in carton Newspaper mats available on request

HERE ARE FEATURES FOUND ONLY IN THE MOST EXPENSIVE GLASSES

LENSES are:

- Gallilean magnifier type
- Made from the finest quality glass
- Optically ground, including edges
- Pitch polished by the master process
- Absolutely free from distortion
- Matched for maximum power and clarity
- Removable for easy cleaning

FRAMES are:

- Precision engineered
- Constructed of unbreakable bakelite
- Adjusted by finger-tip focusing knob
- Designed to eliminate reflections

SOMETHING ELSE YOU SHOULD KNOW:

Jewelry, Optical, Photographic, and Sporting Goods counters are now featuring these same binoculars for all age groups under the name "POCKET PAL." "POCKET PAL" will also be nationally advertised in consumer magazines and on the radio Same ordering details apply

ROYAL AMERICAN CO.
1583 MERCHANDISE MART DEPT. A-10
CHICAGO 54, ILLINOIS

Please rush via fastest way.....dozen (four dozen minimum) Mickey Mouse Sport Binoculars at $14.40 per dozen Check for $.....enclosed. C.O.D. accounts send 25% deposit with order Open accounts accepted if properly rated

NAME.....

STORE.....

ADDRESS.....

CITY.....ZONE.....STATE.....

SEND IN YOUR ORDER NOW! NO SALESMEN . . . NO JOURNEYS.

donald duck like you've never seen him before

) WALT DISNEY PROD.

CUTS PAPER, PICTURES, CARTOONS

ACTUAL SIZE

donald duck ELECTRIC SCISSORS

SAFE

$2.00

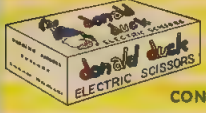
including complete portfolio of WALT DISNEY character cut-outs.

less 40% trade discount (terms: 2% ten days, net thirty)

1. AN AMAZING INVENTION, A NATURAL IN ITS OWN RIGHT
2. WITH THE ADDED SMASH APPEAL OF PHENOMENAL DONALD DUCK
3. AND A PRICE THAT'S TAILORED FOR TODAY'S MARKET
4. ALL PROMOTED AND REINFORCED BY A NATIONAL AD CAMPAIGN

Soon millions will read about the Donald Duck Electric Scissors in national magazines, including special children's publications and the widely read comic books.

COLORFUL PACKAGE



All these exciting elements in one terrific toy!

IT'S NEW, DIFFERENT, DOWNRIGHT FASCINATING • IT'S GLAMOURIZED BY EVER-APPEALING DONALD DUCK • IT'S ELECTRICAL, MECHANICAL, BUTTON-CONTROLLED • IT'S A PRECISION TOY THAT'S ABSOLUTELY SAFE • IT'S BRIGHT, COLORFUL, PRACTICALLY ALIVE • IT'S SMART, BIG-TIME, EXPENSIVE LOOKING • IT'S UNBREAKABLE PLASTIC FOR ROUGH AND TOUGH TREATMENT • IT'S INSTRUCTIVE, CREATIVE, ACTUALLY USEFUL • IT'S TOP NOTCH FUN FOR BOYS AND GIRLS ALIKE • IT'S THE PERFECT TOY FROM FOUR TO FOURTEEN.

ABSOLUTELY SAFE!

The Donald Duck Electric Scissors is an ingenious toy based on a vibration principle. It is actually safer than blunt kindergarten scissors. No matter how hard you try, you can not cut anything but paper. Because these outstanding safety features are so foolproof, the Donald Duck Electric Scissors have been underwritten by one of the world's largest insurance companies. (This is clearly explained right on the self-selling, eye-appealing package.)

WATCH TOY SALES ZOOM!

SHIPPING DATA Packed 48 packages per carton, 55 pounds per carton, F O B Chicago Counter display in carton Newspaper mats available on request

SEND IN YOUR ORDER NOW! NO SALESMEN, NO JOBBERS

ROYAL AMERICAN CO.
1583 MERCHANDISE MART
CHICAGO 54, ILLINOIS
A-10

Please rush via fastest way_____dozen (four dozen minimum) Donald Duck Electric Scissors at $14.40 per dozen. Check for $_____ enclosed. C.O.D. accounts send 25% deposit with order. Open accounts accepted if properly rated.

NAME.....

STORE.....

ADDRESS.....

CITY.....ZONE.....STATE.....

packed with **POWER**-*patterned for the* **POCKET**

© WALT DISNEY PROD.

MICKEY MOUSE SPORT BINOCULARS

A PRECISION PRODUCT

COLORFUL PACKAGE

ACTUAL SIZE

$2.00 EACH less 40% trade discount terms: 2% 10th days net thirty

DEVELOPED BY ROYAL AMERICAN AS A TREMENDOUS BINOCULAR VALUE

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- Absolutely free from distortion
- Matched for maximum power and clarity
- Removable for easy cleaning

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NAME.....

STORE .....

ADDRESS.....

CITY.....ZONE.....STATE.....

SEND IN YOUR ORDER NOW! NO SALESMEN . . . NO JOBBERS

Use the Coupon

Midge

THE "TRAINED" WET-ME

Miracle-Skin DOLL

If you feed me lying down,
I'll never, never make you
frown—
My panties nice and dry
will stay,
Until you sit me up for play!

IMAGINE!!! a wetting doll that is positively *"trained"!* Like a wishful dream come true, here is a doll that actually retains all liquid while lying down . . . only wets sitting up!

This fabulous feature plus • durable "miracle-skin" body • moving eye plastic head • life-like design • two pairs of attractive knitted panties • Midge appeals to parents as well as little girls . . . Thus making her the outstanding doll of 1947.

A complete line of Plastic and Composition dolls.

Exclusively Patented by

Imperial Crown

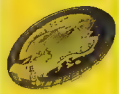
TOY CORP.

SHOWROOM FACTORY

California Office:

NEW — Shoe mounted in flexible rubber hinge!

NEW — Train goes forward and backwards!



NEW — New easy-to-operate sturdy all-steel track.

NEW — Switch down, **BUZZA**'s ready!

NEW — Switch up, **BUZZA**'s buzzing!

NOW READY!

COMPLETELY NEW 1947

BUZZA

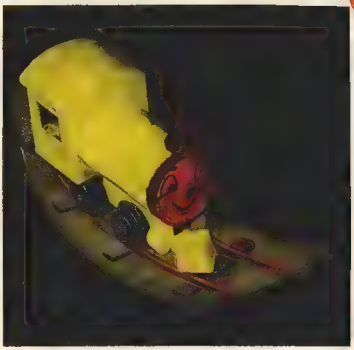
The electric Choo-Choo

Yes! From every angle it's better than ever! Has a sturdy, stable, non-warping steel track that's resistant to even extra rough handling.

BUZZA goes backwards and forwards — is extra easy to operate, a touch of the switch controls it.

It's both longer and smoother running than ever before — features a new, improved, more powerful motor!

Remember! **BUZZA** requires no wiring, no winding. Just put on the track, push the switch, away it goes. And the great new model is absolutely fool proof — uses any standard quality — same size — battery cell.



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THE HIT OF THE TOY SHOW

TOT-TESTED TOYS, LTD., 270 MADISON AVE., NEW YORK 16, N. Y.

DISTRIBUTED BY:

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200 Fifth Avenue
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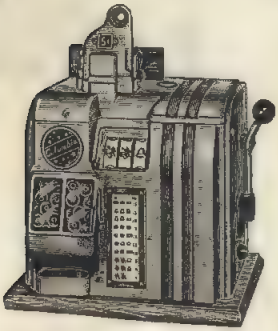
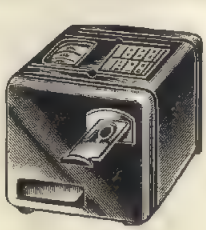
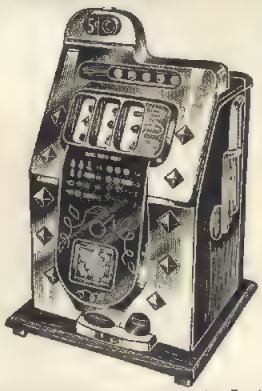
Atlanta, Georgia

SENSATIONAL MILLS AND COLUMBIA SLOT MACHINES







Mills VEST POCKET BELL

No. 3542—Columbia Silent Automatic Jack Pot Bell. Here is a machine that will solve your slug problem. The turret type escalator shows the last six coins played. Besides, the machine pays out first, the coins which were last played. Fully automatic pay-out with double jackpot so that if one is empty the other serves as a lure. Easily convertible on location to play Pennies Nickels, Dimes or Quarters. Only two parts to change which anyone can do in a few minutes. All change parts are included with the machine. Reels have ten stops but twenty symbols each and payouts are made on the customary Bell Machine combinations. Size, 12½x11x16 inches. Net weight 38 pounds.

Each **$145.00**

Each, in lots of 3 ..... **139.50**

No. 3541—Mills Vest Pocket Bell Back again and here to stay that famous record smashing slot machine made by Mills that set a new pace in the coin machine world. This new five-cent play wonder machine may be tiny but what a nickel getter! With automatic payout, this beautiful, durable, small size machine has instant permanent player appeal! Features a push-pull slot which automatically actuates the mechanism as it has no lever or handle. Exceptionally well made with attractive aluminum case, sturdy precision mechanism and instant access cash box. It also has hinged reward sign which covers reels when not in operation. Size 8 x 7 x 8 inches. Weight 15 pounds.

Each **$74.50**

Now for the first time we are able to offer top values at moderate prices in perfection factory rebuilt Mills Gold Chrome and Silver Chrome machines. For extra value and extra profits the smart operators are now buying our reconditioned machines. All of our perfection machines are factory reconditioned and mechanically perfect in every detail. The entire front of the machine is heavily chrome plated, everlastingly immune to tarnish, rust or dullness. It shines like a mirror. Has new forged club handle and features newly improved reels with knee action for non bounce smooth stops. Mechanism is completely cheat-proof while the cabinet is thoroughly drill-proof. In 2-8 award style, it features a tempting one-cherry payout found only in the Mills Gold Chrome and Silver Chrome machines. At the factory each machine is taken apart piece by piece all worn parts replaced with new ones and then rebuilt and reconditioned to meet our strictest requirements of precision, performance and perfection.

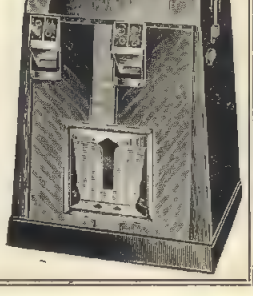
No. 3505—Mills 25c Rebuilt Chrome Slot Machines . . **$199.50**

No. 3501—Mills 10c Rebuilt Chrome Slot Machines **204.50**

No 3506—Mills 5c Rebuilt Chrome Slot Machines. **209.50**

Columbia TWIN FALLS CONSOLE

- *Sensational Two Way Play*
- *Changeable To 5-10-25 play*
- *Beautifully Styled To Player Perfection*
- *Precision Columbia Mechanism*

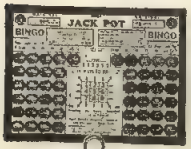


Here's the latest and greatest low priced mechanical and electrical console ever developed. Two players can play it at one time or one player can play two coins at the same time. This new sensational Twin Falls machine can be set up to play two nickels, two dimes, two quarters or changed in a jiff to any combination thereof. Change-over parts of 5-10-25c are included free of charge with all machines. The Twin Falls is a light-up console, beautifully and modernly styled in an attractive walnut cabinet; operated by tried and proven all mechanical Columbia mechanism. The operation, 100% mechanical payout action, 100% mechanical. After coins are inserted in one or both of coin chutes, a pull of the handle lights up the backboard mirror and flickering bell fruit symbols dance merrily and stop in a snappy one, two, three action. Fool proof, cheat proof . . . built for years of service . . . Columbia Twin Falls is not only the best in consoles but the lowest in price. Dimensions: Height, 58 inches; Width, 30 inches; Depth, 21¼ inches; Weight, 274 pounds.

No. 1445401

$485.00 EACH

SALES LEADERS



ORIGINAL JAR O' DO BINGO JACKPOT DEAL

The sales sensation of the century with plenty of winners for extra fast play. Pays out from 25c to $5.00 with write-in jackpot that can be increased on each additional deal until the winner is hit. Creates added player interest. Colorful Jackpot card has 50 seals of which seventeen are taken

PAYOUT AND PROFIT

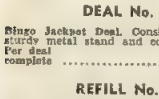
1260 Tickets at 5c Takes in $63.00
72 Winners with Average Payout of .. 38.40
Average Profit $24.60

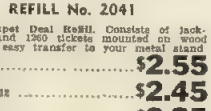
DEAL No. 2042

Bingo Jackpot Deal. Consists of 1260 tickets, sturdy metal stand and colorful jackpot card. Per deal complete $3.55

REFILL No. 2041

Bingo Jackpot Deal Refill. Consists of jackpot card and 1260 tickets mounted on wood holder for easy transfer to your metal stand
Per refill complete $2.55
For refill, in lots of 12 ..... $2.45
Per refill, in lots of 100 ..... $2.35



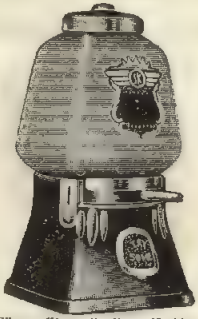


Get your share of the bigger profits—fast play and faster sales possible with this newest, latest Red, White and Blue stapled ticket. Features cheatproof glued colored tape that firmly encloses the folded ends of all five tickets. When the tape is broken, all five folded ends open to reveal the concealed numbers. Opens easier—sells faster—more reliable—always in demand. Each deal consists of 2170 tickets stapled 5 to a bundle—434 bundles in a bag. At 25c per bundle takes in $108.50 and pays out $72.00. Your ACTUAL PROFIT is $36.50.

Deal No. 2072

La-Ta-Do Stapled Red, White and Blue Tickets

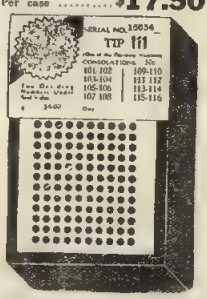
Each	Each in lots of 12	Each in lots of 100
$2.50	$2.40	$2.30



Silver King Vending Machine. Vends everything and anything—holds about 5 pounds of nuts, candy, toys, gum balls or marbles. Plus features include Hammertoid finish, easy loading facilities, simple portion adjustment, pick-proof screw top lock and coin chute that stops oversize and undersize slugs. The wide 7 inch square base has four large 1½-inch rubber suction caps. The glass globe has a brightly colored inviting decal label. Height of machine, 14 inches.
No. 3503—1c coin slot
No. 3504 5c coin slot
Each $13.95
Each in lots of 10 ..... $12.50
No. 3505—Silver King Globes. Extra glass globes for above vendors
Each $1.50

BALL GUM

No. 3514—Ball Gum. Tasty candy coated 1½-inch ball gum in assorted colors. Packed 20 lbs. to a case containing approximately 5,000 pieces.
Per case $17.50



No. 475—Tip Board. A popular 120-hole size with one grand prize seal and eight consolation awards. Board shows a "Tip" number which gives advance information on possible grande prize winner. Operator can set his own price per sale and payout.
Each ..... 39¢
No. 476—Tip Board. Same as above, but 240-hole size
Each ..... 58¢
No. 424—Jumbo Thick Tip Board. Same 120-hole size as described above, but in extra jumbo thick style.
Each ..... 56¢
No 425—Jumbo Thick Tip Board. Same 240-hole size as described above but in extra jumbo thick style.
Each ..... 78¢

JAR O' DO DANGLING DUCKET BINGO DEAL

The newest sensational record smashing deal that is breaking all records for fast play. Has plenty of winners for player interest. Consists of 1260 tickets mounted on sturdy metal stand. Better than a jar deal. Sells fast on all locations. Has 88 winners and pays out from 25c to $1.00

PAYOUT AND PROFIT

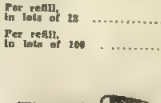
1260 Tickets at 5c Takes in $63.00
88 Winners with Definite Payout 40.00
Definite Profit $23.00

DEAL No. 2038

Dangling Ducket Bingo Deal. Consists of 1260 tickets, sturdy metal stand and colorful award card.
Per deal complete $2.75

REFILL No. 2039

Dangling Ducket Bingo Refill. Consists of 1260 tickets mounted on wood holder for easy transfer to your metal stand.
Per refill complete $1.70
Per refill, in lots of 12 ..... $1.60
Per refill, in lots of 100 ..... $1.50

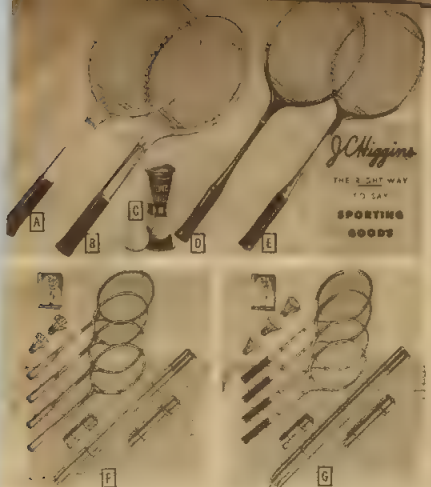


The best Big Charley Deal we've ever seen—stapled in fives with all five numbered ends folded together and having one firm ly glued colored cheatproof tape around all five folds. When the tape is broken all five folded ends open to reveal the enclosed numbers and colored shields. Saves time and sells faster. Contains 2170 tickets. Takes in $434.00 at $1.00 per bundle and pays out $260.00. Your ACTUAL PROFIT is $74.00

Deal No. 2067

La-Ta-Do Stapled Red, White and Blue Tickets Big Charley Deal

Each	Each in lots of 12	Each in lots of 100
$2.50	$2.40	$2.30



Tennis and Badminton Equipment

makes a fine gift for the family

A **J. C. Higgins Finalist Tennis Racket.** 8-ply laminated ash frame with fiber reinforcing strips. Silk strings. Medium weight (13-13¼ ounces only.
6 N 1227—Shpg. wt. 2 lbs. . . **$3.59**

B **J. C. Higgins Blue Ribbon Tennis Racket.** 9-ply laminated ash frame. 3 blue fiber reinforcements. White throat and handle. Nylon strung. Light (12¾-13½ oz.) Med. (13¾-14). Heavy (14-14½ oz.). *Please state weight*
6 N 1215—Shpg. wt. 2 lbs.. **$7.85**

C **J. C. Higgins Tennis Balls.** 3 balls pressure packed in metal can.
6 N 1231—Shpg. wt. 8 oz. . **$1.39**

D **J. C. Higgins Whiz Badminton Racket.** Sturdy 5-ply wood frame. Maroon finish. Strung with nylon.
6 N 1314—Shpg. wt. 1 lb. . . **$2.98**

E **J. C. Higgins Mohawk Badminton Racket.** 6-ply ash frame with fiber reinforcements. Light blue finish. Leather grip. Strung with waterproof nylon.
6 N 1315—Shpg. wt. 1 lb. . . **$3.79**

F **4-Racket Badminton Set.** Made in India. 2 shuttlecocks with kid base. 20x2-ft. cotton net with bound edges. Poles, stakes, guy ropes incl
6N01327—Shpg. wt. 7 lbs. Set **$9.95**

G **American made 4-Racket Badminton Set.** Strong 4-ply laminated wood rackets strung with moisture resistant silk. Three feathered shuttlecocks, perfectly balanced for true flight, with kidskin base. Regulation 20x2-ft. tape bound cotton net complete with poles, guy ropes, stakes. Also Forgie rule book with instructions.
6N01331—Shpg. wt. 8 lbs. Set **$15.95**

Elgin Outboards

$77.50 cash — $8 down on Easy Terms

Single Cylinder 2½ O.B.C.* certified H. P. at 4000 R.P.M. Up to 7 m.p.h. on average rowboats. Shur-Flo water pump. 6½-pint fuel cap., enough for 2½ hours. Actual weight 29½ lbs. Shpg. wt. 41 lbs. Shipped freight or express.
6 NM 5840 . . . . . **$77.50**

$121.50 cash — $12.50 down Easy Terms

Alternate Firing Twin. 5½ O.B.C.* certified H. P. at 4000 R P M Up to 10 m p h on rowboats, 16 m.p.h. on light planing boats. 9-pint fuel cap., enough for 1½ hours. Actual weight 39½ pounds. Shpg. wt 50 lbs. Shpd. freight or express.
6 NM 5860 . . . . . **$121.50**

*H. P. certified under supervision Outboard Boating Club of America.

Johnny Bulla Matched Golf Clubs

Fine quality Golf Accessories

H **Tournament Model Woods.** Chrome plated steel shaft with cork cushioned leather grips. Deep faced heads of dark cherry color polished persimmon wood. Laminated insert of plastic impregnated maple. Aluminum sole plates. Deluxe throughout. For right handed men. **$31.00** cash — $3.50 down (set of 3)
6 N 0816 -Set of Driver (1) Brassie (2) Spoon (3). Shpg. wt. 5 lbs . **$31.00**
6 N 0817—Driver (1) Brassie (2) Spoon (3) No. 4 Wood. Shpg. wt. 6 lbs. **$39.95**

J **Tournament Model Turi-Cutter Irons.** Steel shaft has hickory grained sheath, perforated leather grip. Satin chrome off-set head. For right handed men **$34.95** cash — $3.50 down (set of 3)
6 N 0818—Set of Nos. 2, 5, 7, 9, and Putter. Shpg. wt. 7 lbs. **$34.95**
6 N 0819—Set of Nos. 2, 3, 4, 5, 6, 7, 9, Putter. Shpg. wt. 10 lbs. . **$54.95**

K **Women's 9-club Oval Bag.** Tan cotton duck, brown artificial leather trim. Leath reinforced strap, padded for comfo zipper pocket, accessory strap. **$6.9**
6 N 0950—Shpg. wt. 4 lbs. . . . **$6.9**

L **Men's 15-club Oval Bag.** Tan cott duck, brown artificial leather tri Same construction as above Shippi weight 4 lbs.
6 N 0951 . . . . . **$7.9**

M **Johnny Bulla Golf Balls.** Perfect balanced, finest quality balls wi famous Cadwell-Gear cover.
6N905—Shpg. wt. 14 oz. Box of 3, **$2.6**

N **Leather Head Covers of** finest l gram cowhide. Welted sea leather loops and thong. Sets of 1, 2, or 1, 2, 3, and 4. Tan with brow numerals.
6N914—Shpg. wt. 14 oz. Set of 3, **$4.4**
6N915—Shpg. wt. 1 lb. Set of 4, **$5.**

Shoe Bag . . . Official Bowling Shoes

Bowling Shoe Bag. Light-weight and compact. Sturdy brown and tan duck with zipper on one end; leather carrying handle Space for name plate. Fits in glove compartment of your car Shpg wt 6 oz. Price incl. 20% Federal Excise Tax **$1.87**
6 N 1496E **$1.87**

Women's Bowling Oxfords. Regulation type for right handed bowlers. 2-tone brown and tan elk tanned cowhide uppers, rubber right sole, buckskin left sole. Half sizes 4-9. *Order street shoe size.* Shpg. wt. 2 lbs. 6 oz. **$5.95**
6 N 1435 . . . . **$5.95**

Men's Bowling Oxfords. Reg. ulation type. Black el tanned cowhide uppe For right handed bowle Rubber sole on right sh buckskin on left. H sizes 6-11. *Order st shoe size* Shipping weig 2 lbs 14 oz. **$5.9**
6 N 1436 . . . . . **$5.**

Easy Terms on page 256

Fine Products . . .

produced in a fine way

. . . at MURRAY OHIO

Murray Ohio has achieved *top-quantity* production of Mercury Bicycles and Steelcraft Wheel Goods while rigidly maintaining their *top-quality*. We are able to do so because Murray Ohio's plant facilities in this field are unexcelled, and we employ materials, methods and machinery that are ultra modern.

For complete information on our present line, write for our new catalog.

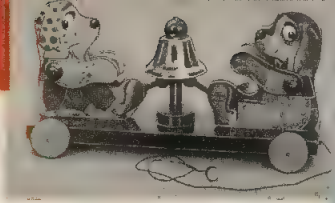
PLEASE NOTE

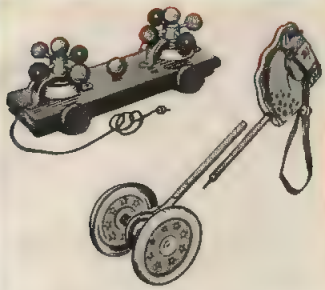
In spite of our high rate of production, we will not be able to accept any new orders this year because of material shortages beyond our control plus the huge consumer demand for Murray Ohio Products. If these conditions continue, we will maintain our allocation system during the first part of next year, in order to be fair to all buyers—large and small.

SYMBOL OF QUALITY

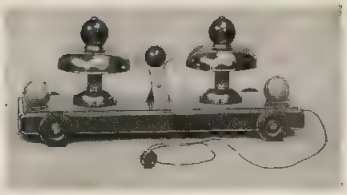
THE MURRAY OHIO MANUFACTURING CO. CLEVELAND 10, O.

toys that RING





GONG BELL



Toys that have been favored in leading stores for many years . . . because of the distinctive feature of RINGING BELLS.

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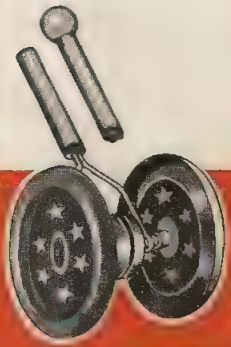
building good will and profit for the Toy Departments of America



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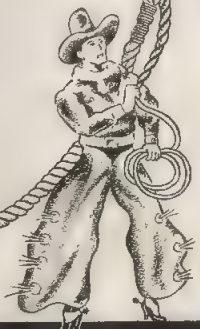

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1107 BROADWAY NEW YORK, 10 N.Y.

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Presents for 1947

"HAPPY TOT"

DRINKING and WETTING DOLLS

in all popular sizes and styles

Be sure to see our wide range of well known

STUFFED and COMPOSITION DOLLS

in all popular sizes and styles

Exquisitely costumed in fine fabrics — organdies, prints, percales, etc., irresistible baby faces, wide variety of styles, Nasco Dolls measure 8-23 inches high. They come with sleeping eyes as well as flirting, rolling eyes—with or without wigs. All Nasco stuffed dolls have voices.

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For more than 30 years the name Wolverine has symbolized originality, quality, craftsmanship, in toys & games.

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Let us show you the profit possibilities of tying up your new toys with nationally known characters.

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NATIONAL GAMES

INCORPORATED

7002

ADD-A-ROOM PLAYHOUSE

Little girls love to play house, and they are sure to enjoy the Add-A-Room Playhouse. There are four small rooms and one large room in each unit, complete with sets of furniture ready for assembly. Children furnish one room, then add another room, until the entire playhouse is complete. The rooms can also be rearranged and this is a pleasant, instructive pastime. It encourages practical, orderly thinking and helps to develop decorative and creative instincts.

PACKED 12 COMPLETE UNITS TO A CARTON - WEIGHT 36 LBS.

RETAIL PRICE — $2.00

Watch for announcements of other National Games for 1947 in this magazine.

FACTORY: 91 CHURCH STREET • WEST SPRINGFIELD • MASSACHUSETTS
NEW YORK OFFICE: 200 FIFTH AVENUE • ROOM 332

DOLL

Natural

All composition standing girl doll. 16½ inches high. Dressed in assorted print percale dress. Shoes and stockings, moving eyes and lashes, movable head, arms and legs, wig.

Weight per carton, 35 pounds. Boxed, 2 dozen per carton.

X950W—Per doz... **$52.00**

Suggested retail price $3.29 each

Natural

Standing girl doll with wig and hair ribbon. 15 inches high. Composition head, arms and legs. Painted eyes. Printed percale dress, shoes and socks.

Weight, per shipping carton 36½ lbs. 3 dozen in shipping carton or open stock.

X600—Per dozen.. **$39.30**

Suggested retail price $2.50 each.

DOLLS

Natural

Standing girl doll, 18 inches high, soft stuffed body, composition arms, legs and head. Ribbon bow in head. Painted eyes. Complete with printed percale dress, shoes and socks

Weight, per shipping carton 36 lbs. 3 dozen in shipping carton or open stock.

X451—Per dozen.. **$32.00**

Suggested retail price $2.00 each.

Natural

Baby Doll, 18 inches high. Soft cotton stuffed body, painted eyes, composition arms, legs, head. Complete with dotted organdy dress, bonnet and socks.

Weight, per shipping carton 32 lbs. 3 dozen in shipping carton or open stock.

X450—Per dozen.. **$32.00**

Suggested retail price $2.00 each.

DOLLS

Natural

15-inch Baby Doll composition head, arms and legs. Soft body. Dressed in dotted swiss dress with bonnet to match.

Weight per shipping carton, 29 lbs. 4 dozen in shipping carton or open stock.

X301—Per dozen.. **$17.80**

Suggested retail price $1.19 each.

Natural

All composition sitting baby doll. 9½ inches high, with printed percale dress, diaper, boonet and socks. Painted eyes, movable arms and legs.

Weight, per shipping carton 40½ lbs. 6 dozen in shipping carton or open stock.

X202—Per dozen.. **$16.50**

Suggested retail price $1.00 each.

DOLLS

Natural

All composition standing girl doll. 15½ inches high. Dressed in assorted print percale dress. Shoes and stockings. Moving eyes and lashes. Wig. Moveable head, arms, and legs.

Weight per carton 45 pounds.
Boxed, 3 dozen to a carton.

X900W—Per doz. . **$48.00**
Sugested retail price $3.00 each.

DOLLS

Natural

All composition sitting baby doll, 8½ inches high. Dressed with printed percale romper, painted eyes, movable arms and legs.

Weight, per shipping carton 51 lbs.
12 dozen in shipping carton.

X100—Per dozen.. **$10.30**
Suggested retail price $0.69 each.

DOLLS

Vanity

A 17 inch soft body baby doll, composition arms and legs, turning head, moving eyes and eye lashes, voice, completely dressed in knitted panties, petticoat, shoes and stockings, dress and bonnet of flocked dot material net trimmed, ribbon bow on bonnet.

Weight per shipping carton, 22 lbs.
1 in a box.
1 dozen in shipping carton or open stock.

9R4617—Per doz.... **$64.00**
Suggested retail price $4.00 each.

Same as No. 9R4617 except with wig.

Weight per shipping carton, 23 lbs.
1 in a box.
1 dozen in shipping carton or open stock.

9R4617W—Doz..... **$72.00**
Suggested retail price $4.50 each.

DOLLS

Standing 6 inch doll with painted eyes and lips

Weight per shipping carton, 25 lbs.
12 dozen in shipping carton or open stock.

12A29—Per dozen .. **$2.80**
Suggested retail price $0.19 each

5½ inch kewpie doll with painted eyes, lips and hairbow.

Weight per shipping carton, 17 lbs.
6 dozen in shipping carton or open stock.

12A25—Per dozen.... **$4.20**
Suggested retail price $0.25 each.

Same as No. 12A25 except colored.

Weight, per shipping carton, 8½ lbs.
3 dozen in shipping carton or open stock.

12A025—Per dozen.. **$4.20**
Suggested retail price $0 25 each.

DOLLS

Goldberger

Soft body doll, 16 inches high. Movable composition arms, legs and head. Painted eyes. Dotted swiss dress with bonnet to match. Shoes and stockings.

Weight per shipping carton, 49½ lbs.
Individually boxed.
3 dozen in shipping carton.

3R3609PE— Per dozen **$40.00**
Suggested retail price $2.50 each.

Soft body doll, 16 inches high. Movable composition arms, legs and head. Moving eyes with lashes. Dotted swiss dress with bonnet to match. Shoes and stockings.

Weight per shipping carton, 38 lbs.
Individually boxed.
2 dozen in shipping carton.

3R4702—Per doz. **$60.00**
Suggested retail price $3.75 each.

Soft body doll 18 inches high. Movable composition arms, legs and head. Wig and moving eyes. Dotted swiss dress with bonnet to match. Shoes and stockings.

Weight per shipping carton, 54 lbs.
Individually boxed.
2 dozen in shipping carton.

3R5702W— Per dozen **$80.00**
Suggested retail price $5.00 each.

DOLLS

Natural

Standing soft body girl. 18½ inches high. All composition arms, legs, and head. Wig and painted eyes, dress, shoes. Ribbon in hair.

Weight per shipping cart., 35 pounds.
1 in a box.
2 dozen in shipping carton or open stock.

X601—Per doz. **$42.50**
Suggested retail price $2.69 each.

Natural

Standing girl doll, soft stuffed body, 20 inches high, composition arms, legs, and head. Ribbon bow in head, painted eyes. Dress, shoes and stockings.

Weight per shipping cart., 30 pounds.
2 dozen in shipping carton or open stock.

X501—Per doz. **$39.00**
Suggested retail price $2.50 each.

DOLLS

Natural

Soft cotton stuffed baby doll. 20 inches high. Composition arms, legs, and head. Painted eyes—with dress, bonnet and socks.

Weight per shipping cart., 31 pounds.
2 dozen in shipping carton or open stock.

X500—Per doz. **$35.00**
Suggested retail price $2.19 each.

Soft cotton stuffed baby doll. 24 inches high, composition arms, legs, and head, with painted eyes. Dress, bonnet, booties.

Weight, per shipping carton 30 lbs.
1 in a box.
1 dozen in shipping carton or open stock.

X700—Per doz. **$64.00**
Suggested retail price $4.00 each.

DOLLS

Natural

Baby doll. 15-inch high. Moving eyes. Soft cotton stuffed body. Composition arms, legs, and head. Dotted organdy dress, bonnet shoes and stockings.

Weight per carton 33 pounds.
Bulk, 4 dozen to a carton.

X301M—Per doz... **$34.00**

Suggested retail price $2.19 each.

Baby doll 17½ inches high Soft cotton stuffed body. Composition arms, legs and head. Moving eyes and lashes. Dotted organdy dress and bonnet. Shoes and stockings.

Weight per carton 35 pounds.
Boxed, 2 dozen to a carton.

X450W—Per doz. **$48.00**

Suggested retail price $3.00 each.

DOLLS

Natural

Soft cotton stuffed baby doll. 20 inches high. Composition arms, legs, and head, with painted eyes. Dotted organdy dress, bonnet, slip and shoes and socks.

Weight per carton, 1 dozen, 38 lbs.
Boxed, 1 or 2 dozen to a carton.

X602—Per doz..... **$48.00**

Suggested retail price $3.00 each.

Natural

All composition standing girl doll 16½ inches high. Dressed in assorted print percale dress, with bonnet, shoes and stockings. Moving eyes and lashes, movable head, arms and legs.

Weight per carton 35 pounds.
Boxed, 2 dozen to a carton.

X950M—Per doz... **$48.00**

Suggested retail price $3.00 each.

DOLLS

Natural

All composition standing girl doll. 16½ inches high. Dressed in assorted print percale dress. Shoes and stockings. Movable arms, legs and head. Moving eyes and lashes. Wig with braids.

Weight per carton, 35 pounds.
Boxed, 2 dozen to a carton.

X950B—Per doz.. **$57.60**

Suggested retail price $3.59 each.

Natural

Ritzie doll. All composition standing girl doll. 15½ inches high. Dressed in assorted print percale dress. Shoes and stockings. Movable head with moving eyes and eyelashes. Wig with braids. Movable arms and legs.

Weight per carton, 45 pounds.
Boxed, 3 dozen to a carton.

X900B—Per doz... **$52.00**

Suggested retail price $3.29 each.

The NEW GO DEVIL FARMER

NOW IN PRODUCTION

Brand new . . . and a beauty . . . natural lacquered hardwood wagon bed . . . brilliant red stake body and wheels. Sturdily built . . . durable construction that stands up under tough usage. Designed to thrill its young owners . . . handles easily. Improvements galore . . . noiseless self-lubricating bearings . . . double brace body . . . novel stake body "seat" arrangement.

Length—32 inches; width 15 inches. Shipping Weight 31 lbs.

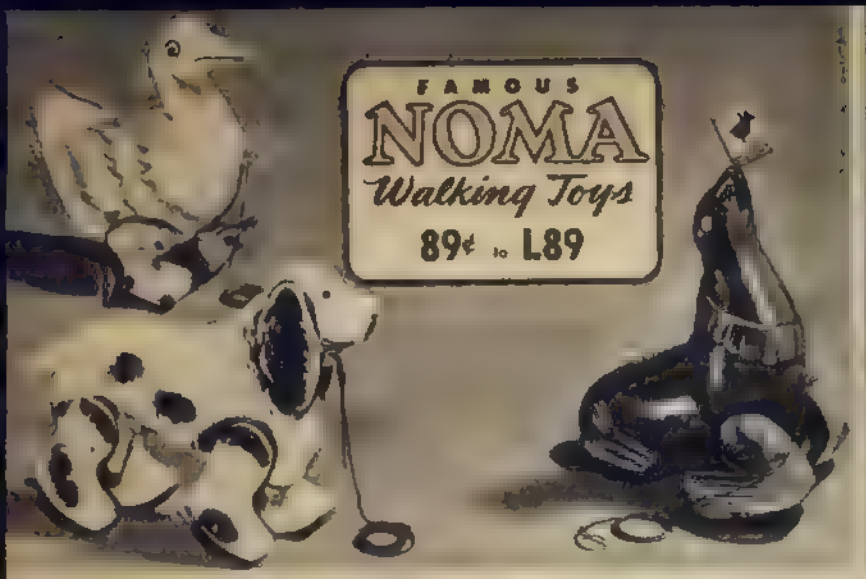
SEE this outstanding new GO DEVIL FARMER.

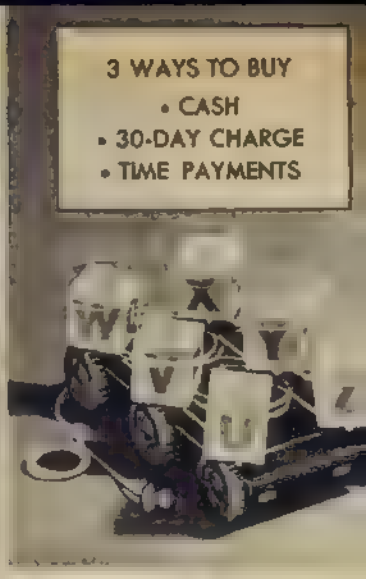
Now on display at offices of our representatives . . . or write the factory.

EASTERN REPRESENTATIVE: Alfred Hahn, 200 Fifth Avenue, New York City.
MIDDLE WEST REPRESENTATIVE: Sam Weiner, 1633 Merchandise Mart, Chicago 54, Ill.
SOUTHWEST REPRESENTATIVE: Leo Ungar & Co., 310 N. 11th St., St. Louis 1, Mo.
SOUTHERN TOY MART: 1522 North 3rd Ave., Birmingham 3, Alabama
ALEXANDER, GLUECK (Hawaii) Ltd.: 311 Bishop Trust Building, Honolulu, T. H.
HY SIEGEL, 176 Federal St., Room 309, Boston, Massachusetts
BURKE-MAYER & ASSOCIATES, 643 S. Olive Street, Los Angeles 14, Cal.
WILLIAM C. LOVRENIC, 317 N. Eleventh St., St. Louis, Missouri

WHEEL TOY CORPORATION

3218-20 EAST 92nd STREET, CHICAGO 17, ILLINOIS





Duck Waddles Along!

• movable feet "walk"

Pull him by his cord and he'll waddle right along. No winding; easy and fun for the smallest tot. Gaily colored in white and orange, and made of durable molded plastic. 9 inches long, 8½ inches tall. Pull cord.

35J 5002. (1 lb. 12 oz.) **89¢**

Pull Dog—Watch Him Walk

• just like real dog

Your youngster will love this dog that will follow wherever you go. Just pull, he'll walk right along on his movable legs! White with black spots and made of molded plastic. 11 inches long, 7½ inches tall. Pull cord. Shpg. wt. 1 lb. 12 oz.

35J 4737 . **89¢**

See the Amazing Life-Like Seal!

• flops along on his flippers

• spins the block on his nose

Just like in the circus. Your tot's own trained seal that walks along on his bony movable flippers and performs with the block on his nose. All composition, with a red rubber detached eyes and real whiskers. 12 inches tall, 7½ inches long. With pull cord.

35J 5406 (1 lb. 13 oz.) **1.89**

Whirl-a-Block Cart with Plastic Blocks

• removable blocks are washable

Brightly colored blocks spin 'round and 'round when cart is pulled along. Makes a delightful gift for tots for 1 to both fun and educational. Made of durable plastic, each block is numbered and lettered, can be removed from cart and played with separately. Easy for mother to keep clean, safe non-toxic colors. Overall length 9 in., width 6 inches. Pull cord.

35J 5408. Shpg. wt. 1 lb. 2 oz. **1.39**

Cash Register Bank

• adds up deposits

Bell rings, adds nickels, dimes, quarters. Slot for bills. Holds $50, opens at every $.00. Black enamel. 8½ in. high. Shpg. wt. 2 lbs. 7 oz.

35J 5066 **3.29**

Surprised Puss in Seat!

• flip open cover—out jumps pussy!

Pretty pussy hidden in strong, plastic coat. Kitty of soft stuffed cotton with cute realistic features. 6 inches tall. Wt. 6 oz.

35J 5409 **89¢**

Let's Deliver Milk!

• wooden bottles

6 bottles in heavy welded wire carrier. 4 in. high bottles have 2 coats durable white enamel. Carrier is 6¼x5½ in. (1 lb. 10 oz.)

35J 5411 **98¢**

Piggy Bank Makes Saving Fun!

• squeals with delight when he gets a coin!

Just as cute as can be, with his painted face, squealing voice. Fill him up—he has a lock for removing coins. Of durable plastic, 6x4½ inches high.

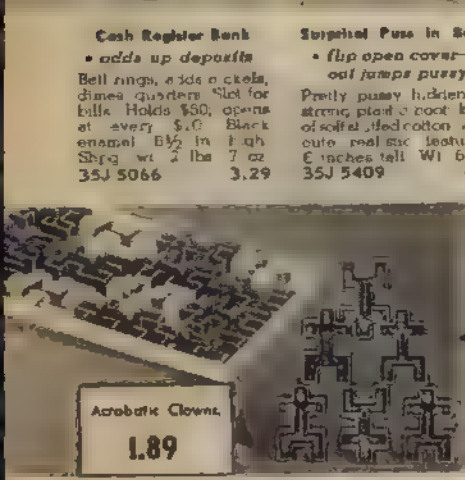
35J 5058 Wt. 8 oz. **89¢**

Peg Bench with Bell

• rings loudly as pegs strike bell!

Pound variegated pegs through opening, bell rings. Bench mallet & pegs. 7½x4½x9 in. Shpg. wt. 1 lb. 12 oz.

35J 5050 . **89¢**



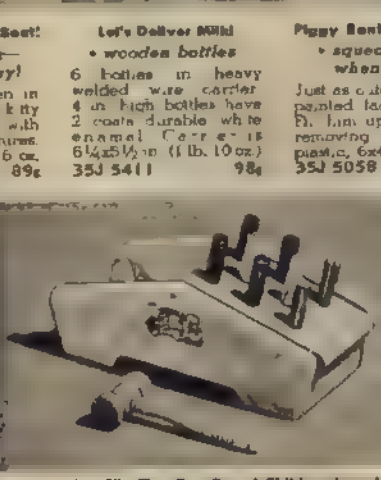
Ooh! Look at the Tricks These Clowns Do!

• 15 acrobatic circus clowns perform

• interlocking—won't fall easily

They stand on each other's shoulders, hang from each other's hands and do all sorts of funny exciting tricks. Brightly colored interlocking clowns are of super wood construction, measure 3⅞ inches tall. Please your youngster by ordering a set today!

35J 5403 Shpg. wt. 1 lb. 6 oz. **1.89**



Amusing Flip Flop Peg Board Children Love!

• fun—and teaches coordination

Let them hammer away to their hearts' content with this sturdy toy. Pound the 8 pegs through the board, then turn it over and start in again. Grooved hand grip on hammer is easy to hang on to. Bench measures 6½x5x1¼ inches long. Smooth natural wood finish.

35J 5425. Shipping weight 4 lbs. **1.89**

The Borden Milk Wagon's on the Way!

• 4 glass milk bottles to "deliver"

• reins for driver to guide horse

More fun! A milk wagon made just like the real ones, with a handsome wooden horse to draw it. Wooden wagon has metal sides, holds 4 toy milk bottles. Draw it along by the pull cord and deliver milk to all the customers. 20x5x9¾ in. high.

A35J 5052. Shipping weight 4 lbs. **1.8**

"CHARGE IT"
AT SPIEGELS
•
SEE PAGE 185

9.45

Beautiful Deluxe English Doll Coach!
- *large 4-bow hood with sun visor*
- *well finished; upholstered sides*

Our finest coach—one a real baby would envy. Soft simulated leather hood can fold footbrake. Polished handle of ½-in. tubular aluminum. Large pocket inside; sturdy all steel undercarriage. Steel spoke wheels are 7½ in. in diam.; ⅝-in. rubber tires. Body 24½ in. Height to handle 38½ in. Mailable.

A35J 4011. Shpg wt 25 lbs **13.95**

Doll Stroller—Just Like Real Ones!
- *safe, rounded edges, corners*

All metal doll stroller Sis will love! So grown-up; complete in every detail. Durable rod type pusher; front wheels that turn in sockets for easy wheeling. Heavy wire bumper and guard keep dolls safe from bumps; wooden handle for guiding. Finished in Blue with Ivory trim. Measures 14x16 inches. Height to handle is 20 inches. Order yours today!

A35J 4490. Shpg wt 8 lbs... **1.98**

Real Buyl Strong Reed Fiber Doll Coach
- *spring type steel undercarriage*
- *sturdy natural tan fiber body*

Her dolls will never lack fresh air if Sis has this handsome buggy to take them riding in! Attractive, interwoven 3-color decorations; sturdy wood bolton, back. All-steel pusher, axles. Shiny hub caps; synthetic rubber 6-in. artillery type tires. Height to handle 22½ inches. Body length 18½ inches. Overall height is 28¾ in.

A35J 4041. Mailable. (14 lbs.). **9.45**

Take Dolly Out Riding in Style!

Deluxe Folding Coach—Completely Equipped! 7.95
- *locking device on 4-bow hood*
- *all-steel frame, undercarriage*

Everything a doll could possibly wish for! Hood has sun visor to keep sun out of her eyes; foot brake so "mother" can park her safely. Attractively designed; body of simulated leather with tubular steel pusher; metal hub caps on the 6-in. spoke wheels. Body 22½ inches long. Height to pusher handle. Overall height 29½ in.

A35J 4022. Mailable. (14 lbs.) **7.95**

Outstanding Value! Folding Doll Coach only 4.98
- *folds up—easy to store away*
- *simulated leather body*
- *3-bow hood with sun visor*

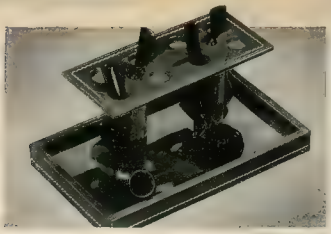
Delight your youngster with this authentic looking doll coach! Streamlined in design; all-steel frame. Wheels along smoothly on real rubber tires. Seams reinforced with contrasting color piping. Metal hub caps; 5½-in. steel wheels. Body length 20 in. Height to handle 22½ in. Overall ht. 28½ in.

A35J 4047. Mailable Wt 9 lbs. . . **4.98**

Attractive English Doll Coach—Modern Design 8.95
- *collapsible 4-bow hood*
- *strong all-steel undercarriage*

Just what she wants for Christmas! She'll take her dolls for endless rides in this grown-up-looking doll carriage. Strong and sturdy body of simulated leather. Hood has sun visor to keep dolly in the shade when it's hot. Strong steel 6-in. spoke wheels, with ½-inch rubber tires. Height to handle, 24½ inches. Body length 22 in.

A35J 4014. Mailable Wt 18 lbs. . **8.95**



8-PIPE RACK

GENUINE SADDLE LEATHER

HUMIDOR — RACK

Golden Tone genuine Saddle Leather, saddle stitched in White. Holds eight of his favorite pipes in correct position.

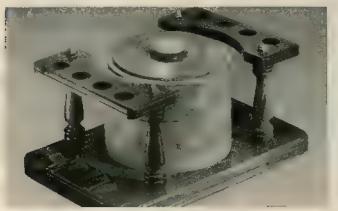
A background of rich leather for his mellow aged briars! If he smokes a pipe, you can be sure this Saddle Leather rack is on the list of items he wants! Strong wood frame, raised sides. Holds pipes in correct position for proper drying. 8¾ x 5⅛ x 4½ inches high.

46408 M495 (Pipes not included) **$7.50**

Golden Tone genuine Saddle Leather, saddle stitched in White. Holds one pound of his favorite blend . . . rests for two pipes.

A display item of distinction for the pipe smoker . . . hand made of selected Saddle Leather Every pipe smoker welcomes this as something he will prize as long as he smokes! Humidor is 5½ x 4¼ x 3⅝ in., holds about one pound of tobacco. Base 11½ x 5¼ in. Two Chromium pipe rests

46409 M1335 (Pipes not included) **$20.00**



PIPE RACK AND HUMIDOR

Genuine walnut base holding two racks for 8 pipes, with a two-tone maple humidor in center. Felt covered bottom.

A man and his pipe are seldom parted . . . this is one of the finest gifts for the pipe smoker. Humidor has Aztec stone moistener in lid. The two pipe racks are grooved to hold 8 pipes. Humidor measures 5¾ in. diam., 5¼ in. high. Base is 11¾ x 5¼ in

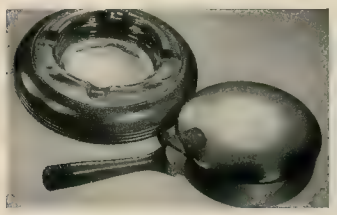
46413 M1200 Complete. Retail Price . **$17.95**

THREE DISTINCTIVE TABLE LIGHTERS

Bronze-plated Grecian horse, modern Lucite, and Bronze-finished golf bag lighter . . . three distinctive, novel gifts.

Three "sure-fire" cigarette or cigar lighters for table or desk. Modern lighter has Lucite base, chrome capped top.

17128 M150 Grecian Horse Lighter. 4½ x 3 in. Felt bottom.. **$2.25**
17129 M83 Modern Lucite Lighter, 1" sq x 3" **1.25**
17130 M165 Golf Bag Lighter 1⅞ x 5 in **2.50**

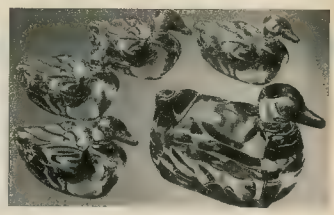


"DUK-IT" ASH TRAY AND SILENT BUTLER

Beautifully grained Solid Walnut base ash tray and buro-proof, bronze-toned copper-plated steel Silent Butler.

Deep ash tray, 7¼ in. diam., 1¾ in. high; glass liner in solid walnut base; 4 rests for cigarettes. Lustrous metal silent butler, walnut finished handle. felt dotted base; 5⅞" diam , 10¼" long.

46459 M175 Ash Tray. Retail Price..... **$2.50**
46463 M100 Silent Butler. Retail Price **1.50**



6-PIECE GLASS CIGARETTE BOX AND ASH TRAY SET

A Mother Duck covered glass cigarette box hovers protectively near her brood of "Duckling" ash trays.

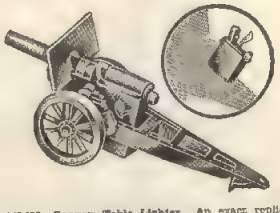
As delightfully attractive as a mull pond in the summer sun . . . four crystal clear glass "Duckling" ash trays paddling on your table top in the custody of gleaming "Mother Duck" cigarette box. Each tray is 4½ x 2 x 2⅜ in high. Mother Duck is 5¾ x 3 x 4 in.

46462 M150 Complete 6-pc. set. Retail Price.....**$2.25**

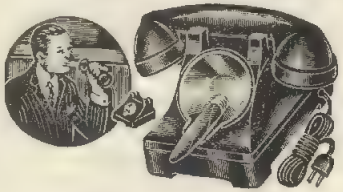
• • SMOKERS' GOODS • •
Table Lighters & Ash Trays

No. 44PS30 — Metal Smoking Stand. Exceptionally handsome, this all-metal smoking stand has a grained wood effect, and glistening chromium fittings. The ash receptacle features a central, free-swinging disposal disc, and the chromium ash tray lid is removable for easy cleaning. Stand is fitted with an attractive carrying handle embellished by a hammered design Height, overall, 24 inches Diameter of base, 6¾ inches Packed 6 in carton. (No less sold.)
Per carton of six **$6.00**

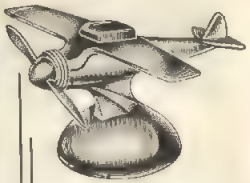
No. 44L401—Windmill Lighter In a gracefully tapered hexagonal shape which resembles a quaint Dutch windmill, it has a 3¼-inch base with felt lined edges. Spin the artistic blades of the chromium windmill and a dependable flame is produced by the concealed lighting mechanism. A strong spring assures positive lighting action. Large fuel compartment requires only one filling a month under ordinary use Height, 8½ inches
Each **$2.95**



No. 44L402—Cannon Table Lighter. An exact replica of an actual artillery piece, even to the rolling spoke wheels, this novelty table lighter is a perfect addition to the home, club or office. Dependable and easy to use —simply remove the breech and press push button. The concealed automatic lighting mechanism is equipped with flint and wick. As practical as it is ornamental, the cannon table lighter is crafted entirely of high grade metal and has a rich finish of light and dark antique bronze. Length, 8 inches; height, 3¼ inches; width at wheels, 3 inches Individually boxed.
Each .. **$3.15** Per dozen .. **$36.00**



No. 44L402—Phon-Lite. This unique Phon-Lite table lighter is made of genuine styrene plastic as an exact miniature of a standard cradle telephone. Fully automatic it requires no fluid, wicks, flint or batteries. Pressing the push button on the receiver instantly lights a dependable heating element concealed in the mouthpiece Deep brass ash receiver in the base is removable has polished gold-tone finish, broad cigarette rest Complete with 8 feet of rubber-covered approved cord and bakelite plug which fits any socket. Operates on AC or DC current Base, 5 inches long 3½ inches wide, receiver 8 inches long, overall height, 3¾ inches Individually packaged in attractive gift box
Each **$2.75**



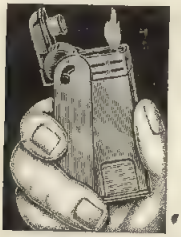
No. 3125 — Airflame Table Lighter. Gracefully poised for flight, this sleekly designed miniature airplane is ready to produce a steady, dependable flame to light a cigar or cigarette Heavily constructed of quality metal with a gleaming chrome plated finish. this lighter's usefulness is surpassed only by its unparalleled beauty A twist of the propeller and the ebony plastic "cockpit" lies open to reveal the lighting mechanism Supplied with flint and properly adjusted wick, the lighter's "fuel tank" is in the base One filling lasts a month under ordinary use. Wing-spread 5 inches length of fuselage 8 inches height 3 inches Individually boxed.
Each **$3.45**

No. 46M1205—Gimix Key Chain Combination Key chain pipe reamer pipe tamper — bottle opener! All combined in one compact novelty item. The multi-purpose 2-inch device attached to this bead-type key chain is made of heavy gauge steel, nickel plated for enduring high finish Has a reamer on one end a flat tobacco tamper on the other. In the center is a dependable bottle-opener. Each on an illustrated display card
Per dozen ..... **80¢**

No. 44M1281—Ejector Cigarette Holders. The spring does the trick! Discards the cigarette stub in a jiffy with just a flick of the fingers! A ringed stainless aluminum tip on this new cigarette holder grips the cigarette firmly, conceals a powerful spring which automatically ejects stub when tip is pulled back Safe and sanitary the all-plastic tapered stems come in ebony, ivory, amber and cream Length, 3¾ inches. Put up 1 dozen assorted holders mounted on a colorful display card
Per dozen..... **$1.75**

No. 44M1282—Champion Cigarette Holders Same attractive plastic stems with ringed aluminum tips as above but non-ejector Put up 1 dozen assorted colors in a bright display card.
Per dozen..... **75¢**

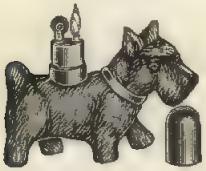
NEWEST MODERNLY DESIGNED TABLE LIGHTERS



No. 1187—Regens Automatic Storm Lighter. A new and different lighter that lights automatically by gently pressing the side, producing a steady flame, amply protected against wind and storm. As an extra convenience, easy removal of outer casing forms a torch for lighting pipes. Expertly constructed of polished nickel plated steel Length, 2¼ inches. Packed each in box, one dozen in colorful, illustrated display assortion.

Each ..... **95¢**

Per dozen **$10.80**



No. 3121—Scotty Dog Table Lighter. Compactly and sturdily built to accept all the rugged handling due a table lighter. Made of antique Walnut finish molded wood composition in the form of a Scotty dog Features dependable round lighter counter-sunk into the Scottie's back. Lighter has shiny scarlet enamel finish Has thumb-wheel type mechanism that gives perfect action everytime, long lasting wick and extra large fuel capacity. Gives many lights between fillings Height, 2½ inches

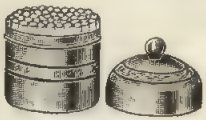
Each ..... **40¢** Per dozen **$4.00**

No. 3124 — Combination Elephant Table Lighter and Ash Tray. These combination ash tray and table lighters appeal to all. Made of antique Walnut finish molded wood composition in the shape of a tusked elephant. Has cylinder type lighter firmly counter-sunk into elephant back with a red enamel finish Features removable lighter unit eliminating having to pick up entire ash tray when a light is needed. Lighter has dependable thumb-wheel type mechanism, long lasting wick and large fuel capacity. Ash tray has center well of crystal clear glass. Width, 4 inches

Each ..... **55¢** Per dozen **$6.00**

No. 1686—Shell Cigarette Lighter. A rare combination of utility and beauty, this attractive, cleverly made, reliable lighter is actually a 20-mm shell. The gleaming, streamlined genuine shell body is firmly attached to a jet black plastic base of modern design. Simple and easy to work. Pull off the top part of the shell, flip the wheel, and a fine, steady flame is produced. A handsome, convenient addition to any table or desk, at the office or in the home. Overall size, 8½ inches high

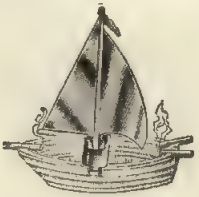
Each **$1.15**



No. 3056—Cigarette Box The ideal cigarette box that is smart for office or home use Durably and attractively made of the finest quality spun aluminum with a white-gold-effect finish Fit-tight cover has round turned wood knob with gilt finish Lid and box boast a black enamel ring design with attractive chip finish. Will easily accommodate two full packs of regular or king size cigarettes. Has removable cross sections for greater capacity. Diameter, 3 inches; height, 4⅛ inches.

Each ..... **85¢**

Per dozen **$9.75**



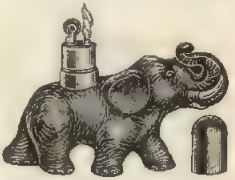
Ship Ash Tray

No. 44P810—Nautical Ashtray. Features a dainty ship's hull made of crystal clear pressed glass with fluted ridges on its flat bottom and three convenient cigarette rests. Supporting the gleaming chrome sails is a 1-inch brown metal strip across the center of the ashtray. Height, 6½ inches.

Per dozen **$1.85**

No. 44L404—Constellation Table Lighter. In magic plastic and chrome design, this sleek giant lighter is suitable for the desk or table. No cap to open—lighting the cigar or cigarette is an easy, one-movement operation because the automatic mechanism snaps up on slight pressure, instantly producing a steady flame. Features a precision milled ignition wheel, long lasting wick and capacious fuel compartment. Fittings are of gleaming, polished chromium. Height, 4 inches; width, 3½ inches. Each in gift box with full instructions for care and use.

Each **$2.95**



No. 3122—Elephant Table Lighter. A new table lighter creation. Has round cylinder type lighter firmly counter-sunk into back of elephant that is artistically molded of antique Walnut finish molded wood composition. Lighter features thumb-wheel type mechanism, extra large fuel capacity and long lasting wick that will last for years. Lighter has bright shiny red enamel finish. Elephant is exact in detail to the real live tusked elephant of Africa. Height, 2¾ inches

Each ..... **40¢** Per dozen **$4.00**

No. 3123—Combination Scotty Dog Table Lighter and Ash Tray. Here is a new combination table lighter and ash tray with many distinct quality features. Made of antique Walnut molded wood composition in the exact shape of a cute Scotty dog that has removable lighter unit eliminating having to pick up entire ash tray Lighter has dependable thumb wheel mechanism, long life wick and large fuel capacity. Ash tray has removable center well of crystal clear glass. Width, 4 inches

Each ..... **55¢** Per dozen **$6.00**

Popular Priced ELECTRIC CLOCKS

The Nobility

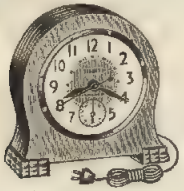
Modern case design constructed of select American walnut. Features 24-Karat gold plated bezel for rich beauty combined with unsurpassed accuracy. Height, 6 inches, width 8¾ inches.

No. 42W1262
Each **$4.47**

The Paramount

Handsome self-starting desk or mantle clock cased in hand finished solid mahogany. Bezel and ribbed feet plated with 24-Karat gold Height, 5 inches, width, 6¼ inches.

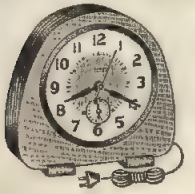
No. 42W1257
Each **$3.50**



The Vigilant

Dependable, accurate electric alarm clock with rich golden-grained birchwood case. Adorned with 24-Karat gold plated bezel and ribbed feet. 6½ inches high, 8¼ inches wide.

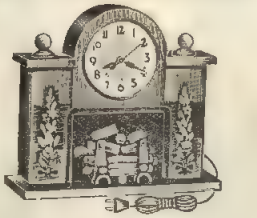
No. 42W1259
Each **$3.80**



The Sentinel

Electric alarm accurate to the second and quiet running motor. Beautiful grained wood case in natural or brown stained finish. Height 6 inches, width 6¼ inches.

No. 42W1261
Each **$4.40**



The Fireside Fantasy

A superior electric mantle clock designed in form of warm and cheery fire place Constructed of 3-tone inlaid gumwood and birch, hand rubbed for velvet-like finish. A flip of toggle switch on back and colored bulb, concealed behind ivory metal logs and andirons lights up. Appliqued metal floral design adds richness to design. 10 inches long, 3½ inches wide, 8½ inches high.

No. 42W1264
Each **$5.85**

"Artistic" MANTEL & DESK CLOCKS

True to the perfection of expert watchmakers, these outstanding electric clocks lack nothing in accuracy, beauty, and fine workmanship. Mantle clocks, desk clocks, alarm clocks—each one a masterpiece. Beautifully grained cases made only of finest select hardwoods, hand rubbed to bring out rich natural loveliness. Modernly designed cases with simple yet elegant lines make a fitting background for handsome dials with easy-to-read numerals and easy-to-see hands The unusual rich design of each clock is combined with an even more exceptional degree of accuracy, found in very few other clocks of all price ranges. Powered by self-starting Westinghouse designed motor that never fails to give accurate time to the second, Runs smoothly and silently, no winding, no noisy bothersome ticking. Each a delicate precision instrument that promises years of care-free accurate service. Demand for these remarkably dependable clocks has been so great that economical price now makes them available to all

No. 42W1217 — Sheldon Self-Starting Bell Alarm. A masterpiece of skilled craftsmanship — precision made with quiet, oil sealed self starting motor Accurate, longlived, it was approved by The Underwriters' Laboratories Housed in beautiful tile design plastic case in rich Burgundy or Ivory colorings Large decorated gold and buff dial with easy-to-read Bezel black numerals. Unconditionally guaranteed for one year. Width, 4¾ inches; height 5⅝ inches.
Each **$3.80**

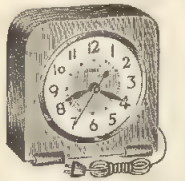
No. 42W1219 — Sheldon Self Starting Bell Alarm. Lustrous burgundy or ivory plastic case with gold plated bezel contains precision made, accurate, long-lasting electric alarm clock Reliable clock features bell alarm that is precisely accurate and easy-to-read, easy-to-see dial, 4½ inches wide, 4½ inches high.
Each **$3.80**

No. 42W1218—Windsor Self-Starting Desk Clock. Modern plastic design as lovely and durable as above, surrounding dependable electric clock in mahogany, ivory or burgundy colorings
Each **$3.00**

The Sovereign

Finest American walnut and Honduras mahogany combined in lovely modernly designed mantle or desk clock with 24-Karat gold plated bezel. Features dependable Westinghouse designed motor. Ten inches long, 5¾ inches high.

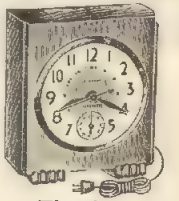
No. 42W1263
Each **$4.47**



The Supreme

Matching quality of hand finished solid mahogany case with 24-Karat gold plated feet and bezel is dependable self-starting electric clock Excellent silent motor tested for accuracy to the second. 8 inches high, 4¾ inches wide

No. 42W1256
Each **$3.50**



The Alert

Slender and graceful base with a dignity only mahogany and gold can produce Combined with superior accurate electric alarm clock that can be depended upon Width 4½ inches, 6½ inches long

No. 42W1258
Each **$3.80**

The Defender

A self-starting electric alarm clock, accurate to the second, with luminous dial Lovely design in solid hand finished mahogany and 24-Karat gold plated bezel and feet. Five inches wide, 6¼ inches high.

No. 42W1260
Each **$4**

Watches and Jewelry

No. 42W1286—Guilford 7-Jewel Wrist Watch. American made 7-jewel reliable timepiece, featuring the exclusive patented "Compen-Spring" Electronically timed by "Renaire" Handsomely designed case in the rich color of natural gold with stainless steel back and quality leather strap.
Each **$7.25**

No. 42W1287—Guilford 7-Jewel Wrist Watch Same as above but has chrome finished case
Each **$6.30**

No. 42W1246—Kelton 'Dayton' Wrist Watch Backed by advertising in 'Life,' 'Time' and others The 'Dayton' has a brightly polished chrome plated stainless steel case and unbreakable crystal for protection of the U. S Time precision movement within. Features radium hands and numerals on a lustrous black track and a synchronized sweep second hand. Grey padded leather strap is attached to two solid keepers
Each **$6.67**

No. 42W1245—Kelton 'Delta' Wrist Watch. A round wrist watch in a 10K rolled gold plate case Has newly designed dial with gold numerals and hands Features a sweep second hand also in gold Has stainless steel back and is fitted with U S Time precision movement protected by a heavy clear glass crystal Backed by national advertising in Time, Life, etc Complete with padded pigskin leather band with gold tone buckle Fully Guaranteed
Each **$8.33**

No. 42W1242—Kelton 'Douglas' Wrist Watch. Dependable U. S Time precision movement. Featured in Time 'Life and other national ads Neat rich styling of white and gold dial enclosed in the 10K gold plate case Padded pigskin strap with gold buckle and keepers is elegant in its simplicity. Fully guaranteed
Each **$8.33**

No. 42W1243—Kelton 'Drake' Wrist Watch. Similar to above model Features 10K gold plate mesh band, styled by Kreisler Guaranteed
Each **$13.33**

No 42W1244—Kelton 'Darwin' Wrist Watch. An excellent new style wrist watch that features the finest U S Time precision movement protected by a heavy crystal A smart round 10K rolled gold plate case with black dial, radium numerals and hands and a gold sweep second hand Backed by national advertising in Time, Life, etc Complete with padded black grain leather strap. Each in attractive display box Fully guaranteed
Each **$9.00**

No. 42W1249—Kelton 'Delphi' Wrist Watch. Same as above but without radium numerals and hands.
Each **$8.33**

No. 42A12—Cravat Chain Combination. Includes shining gold tone tie clasp and collar holder Chain has decorated links centered with a large jewel-like stone Collar holder fits snugly without crushing shirt collar. Packed one set to an appealing gift box
Per dozen **$1.75**

No. 42A11—Cravat Chain Combination. Same as above but does not have jewel-like stone
Per dozen **$1.60**

No. 42A10—Tie Clip Set. Same set as above but has modern tie clip instead of cravat chain.
Per dozen . . . . . **75¢**

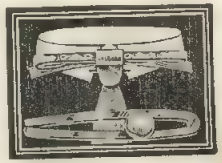
No. 42A13—Men's Tie Clip Set Same set as No 42A10 but the clip has jewel stone decoration
Per dozen . . . . . **75¢**

No. 42W1215 — Amida Wrist Watch Skilled Swiss designers and craftsmen created this smart watch resulting in a watch with precision built 7-jewel movement Has a non-corrosive stainless steel case and unbreakable crystal The radium numerals and hands are easily read in the dark High lighted by the gold tone face and red sweep second hand Fitted with a stainless steel expansion band that fits any wrist SWISS WATCHES ARE NOT GUARANTEED—ALL SALES FINAL.
Each **$8.40**

No. 42A14—Men's Scarf Pins. Style demands that the scarf or tie of the well-groomed man be dressed-up with one of these modish scarf pins Boasting an assortment of richly colored settings, these stones are cut and mounted in such a manner as to appear to be real gems Pin and mounting are constructed of shining gold-tone finished metal mounted one to a cardboard display card.
Per dozen . . . . . **80¢**

No. 42W1247—Mickey Mouse Wrist Watch. Features a U S Time movement—dependable and accurate — with Mickey pointing to the correct time Has bright red plastic wrist band and is packed in illustrated 4-color display box.
Each **$4.86**

No. 42W1248 — Waterbury 'Senator' Wrist Watch. Same dependable U S Time movement as above with gray face and black numerals and hands Matching gray leather wrist band Each in celluloid covered gift-display box.
Each **$4.86**



No. 42A15 — Men's Combination Set. Stringy metal constructed clasp and collar holder are finished in glowing gold tone, giving that costly appearance desired by the wearer. Small on tie clasp is elegantly trimmed and contains a jewel like stone enclosed in a delicately formed setting Collar holder has handsomely decorated surface Arranged one set to a cardboard display card.
Per dozen . . . . . **80¢**

DISTINCTIVELY STYLED NEW LIGHTERS

No. 1199—Deluxe Marine Lighter. Beauty and usefulness combine to make this a delightfully new and different cigarette lighter. The little ship's wheel is exact in design down to the tiniest little rivet. Turn the realistic ship's wheel and a steady dependable flame is produced by which a cigar or cigarette can be lighted. Crafted of finest quality steel with an exquisite, sparkling chrome plated finish. Ideal for dens, offices or anyplace where beauty is a dire necessity. Strong sturdy spring assures powerful flashing sparks from extra long flint. Large capacity fuel compartment. One filling will last a month under ordinary use. Height, 5 inches.

Each **$2.95**

GIANT TABLE LIGHTER No. 1181 $2.95 Each

Giant Table Lighter. It's a super jumbo extra large table lighter that is made exactly like a small pocket size automatic lighter. A brilliant idea that finds a humorous welcome on desk, table or bar. Massive in size, it is heavily constructed and modernly designed with chrome plate finish and covered with simulated Lizard, Alligator and Morocco in black and tan. Has instant lighting automatic mechanism and features a precision milled ignition wheel. Extra large fuel compartment—one filling lasts 30 days under ordinary use. One extra piece of flint is furnished with each lighter individually boxed. Height, 4 inches.

No. 1197—Horses Head Table Lighter. Wash the lead and still going in popularity. A novel new distinguished looking table lighter that is just the thing for home or office or club. Exceptionally well made a sparkling gold-like die-cast metal molded into an appealing replica of a horses head. Dependable lighter mechanism in top can be easily removed for refilling. Base is conveniently padded with soft cushions felt to insure against marring glossy furniture surfaces. Height 4¾ inches.

Each **$1.40** Per dozen **$16.00**

No. 3957 — Lektrolite Flameless Lapel Cigarette Lighter. A lighter with the endearing appeal of a treasure. There's no other lighter like it. Simply insert end of cigarette, inhale and presto—it's lighted. No wheels, no wicks, no flints, no sparks—nothing but a dependable light every time—even in a gale. Has a smart Lumigold case enriched with a glistening simulated gold cap and a fine genuine braided leather thong lapel button. A lighter of great distinction. Attractively packaged with 1 oz. container of fluid.

Each . . . **$1.60**

Per dozen **$18.00**

No. 3078—Lektrolite Fluid. Lektrolite Flameless Lighters must have Lektrolite Fluid to work properly. Here truly is a remarkable sales item. A large generous size bottle that retails at 25c each. Thousands of Lektrolite users must shop around until they obtain Lektrolite fluid because it is requisite to them. Odorless and smokeless. It just can't be beat. Put up one fluid ounce in modernistic glass bottle, packed one dozen bottles in carton.

Per dozen **$1.80**

No. 1157—Lektrolite Flameless Cigarette Lighter. A sensational lighter that has no gadgets to get out of order, no wheels, no spark, no flare—absolutely flameless. Just insert tip of cigarette, push button-end in, draw on cigarette and it's lit. Sturdily made of satin silver finish metal. Also included with each lighter is a 1 oz. can of genuine Lektrolite lighter fluid. Each in display box.

Each **$1.05**

Per dozen . . . **$11.88**

No. 2856 — Lektrolite Flameless Key-Chain Cigarette Lighter. It's the one lighter that's ornamental as well as useful. Crafted like fine jewelry it has a Lumigold case with sparkling simulated gold cap and short stirrup-mode) key-chain attached. Beauty with a purpose for people who like the practical. Insert end of cigarette, inhale and you have an instant light. No moving (mechanical) parts—nothing but a dependable light every time—even in a storm. Appealingly packaged with 1 oz. container of fluid.

Each **$1.60**

Per dozen **$18.00**

No. 1195—Oxford Table Lighter. The very newest in a modern all around table lighter. Round chrome plated top is securely countersunk into a sparkling crystal clear transparent lucite base cut into a majestic pyramid shape. Has ample fuel capacity and adjustable flint tension. Features automatic mechanism that lights with a flick of the finger. Thoroughly dependable, this perfected lighter is a favorite for home or office. Height, 3 inches; width 2⅞ inches.

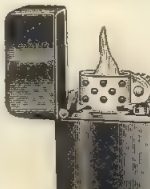
Each . . . **65¢** Per dozen **$7.20**

No. 1196—Oxford Table Lighter. Same style as above but in assorted breathtaking transparent colors.

Each . . . . **65¢** Per dozen **$7.20**

No 44P8ol—Glass Ash Tray and Holder. The fluted glass ash tray clamps firmly into the frame-like holder at a 45 degree angle so that even sharp drafts of air will not scatter dangerous live ashes. Made of heavy gauge metal wire, nickel-plated for enduring high finish, the holder has rests for two cigarettes. Its unusual shape allows it to be placed securely on the arm of an over-stuffed chair. Jar-shaped, the ash receptacle has a full 2-inch depth. Length of holder, 5 inches; height, 2¼ inches; span, 2½ inches.

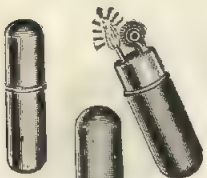
Per dozen **$1.80**



No 1171—Zephyr Windproof Lighter. Windproof and dependable. It lights instantly under all conditions, even in gale, storm or blizzard. Modernly designed to provide the utmost in durability, it comes in assorted two-tone metallic and enamel finish or attractive hammerloid finishes. With a spring actuated top that is easy to open, it features a heavy metal die-cast case that contains a reliable compact lighter unit having an extra heavy nickel plated flame guard of sturdy one-piece construction. Flint tension is easily adjusted by means of a concealed set screw.

Each . . . . . **65¢** Per dozen **$7.20**

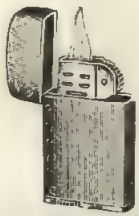
Popular Lighters



No. 1624—Oxford Junior Lighter. A new handy small pocket lighter that is packed with sales appeal. Made of quality metal in a tubular shape, these lighters have the thumb-wheel type mechanism that is so very popular now. Has long lasting wick, strong spring flint tension and extra large fuel capacity. One filling will last a week or more with ordinary use. Come in assorted bright two-tone or solid colors. Its small size makes it handy to carry around in pocket, purse, handbag, etc. Length 2¼ inches

Per dozen $1.65

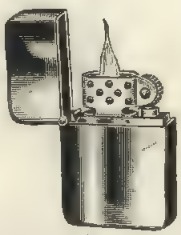
Per gross $19.20



No. 44L486—Ingersoll Windproof Cigarette Lighter. Smartest and easiest handling lighter on the market today. Lights instantly with a twirl of the thumb. Featuring one piece construction, life time wick, and an extra large fuel chamber. Now available in the currently popular "crackle" finish. Get them now, at new low prices! Packed one dozen to a beautiful three-color display carton, or sold separately. Suggested retail price, $1.65.

Each . . . . . 65¢

Per dozen $7.20



No. 1152 — Zephyr Windproof Lighter. Sparkles like a jewel in its lustrous highly polished mirror like chromium finish. Sensational windproof style known for its unfailing dependability. Sturdily constructed of heavy metal with strong spring actuated top. Features large fuel capacity, adjustable flint tension and perforated wind guard. Each in box.

Each $1.20 Per dozen $14.00

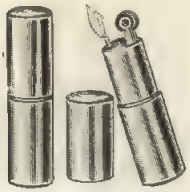
No. 1619—Wind Boss Pocket Lighter. The smoker's choice this sensational lighter is leak proof and wind proof scientific wind guard assures an instant light under all conditions. Though small in size it has a new style fluid-conserving inner seal that provides hundreds of lights between refills. Excellent for men or women, it has a beautiful enamel finish in assorted green white, blue and red colors. Length, closed, 2⅝ inches. One dozen on display card.

Per dozen $2.75

No. 1616 — Petite Pocket Lighter. A modernly styled purse or pocket size lighter. Beautifully made of heavy metal with attractive enamel finish in assorted gay colors. Has reliable lighter mechanism with adjustable flint tension. Easily refilled. Delightfully dainty, this lighter is preferred by many women. Length, 3 inches.

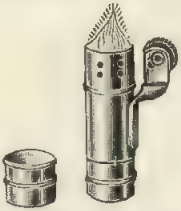
Per dozen $2.75

Per gross $32.50



No. 1618—Flare Pocket Lighter. A luxurious, long slender pocket lighter that is high lighted by a sparkling, polished nickel plated finish. Has a simple, sturdy, dependable lighter mechanism that assures years of satisfactory service. This 2¾-inch nationally advertised lighter features a spacious fuel capacity—a single filling lasts for two weeks or 1 000 lights. Excellent for a man's pocket or a women's purse. Each in attractive self-selling box.

Per dozen $2.75



No. 3082—Windproof Lighter. A new lighter that instantly attracts attention. Will light in a gale no matter how hard it blows. Has sparkling nickel plate finish and features self adjusting flint mechanism. Spacious fuel compartment. Has long asbestos wick of sufficient length and quality to last for years. Small, easy to carry around. A boon to men and women. Packed one dozen on card.

Per dozen $2.75

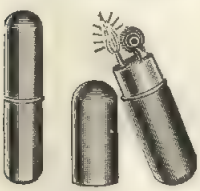
Per gross $32.50

Bowers Windproof Lighter

No. 1686 — Windproof Pocket Lighter. Excellent quality assures enduring smoking convenience. Features new windproof top. Quickly lights in all kinds of weather under all conditions. Ample fuel capacity — single filling lasts two weeks or more. Has simple foolproof lighter mechanism that can't get out of order. Has a highly polished lustrous brass finish that sparkles like gold. Length, 3¼ inches

Each . . . . . 50¢

Per dozen $5.75



No. 1155—Oxford Lighters. Made for lasting durability, this excellent lighter has a large fuel capacity and a dependable compact mechanism that is built for service. Case is enameled in assorted colors, including blue, red and lustrous black. Length 2½ inches. One dozen on display card.

Per dozen $2.00

No. 1156—Oxford Chrome Lighters. Same lighter as above but with highly polished chrome finish

Per dozen $3.00

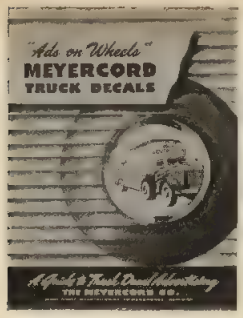
No. 1184 — Bowers Storm Master Lighter. The very newest in a good all around pocket lighter for pipes as well as cigarettes. Made in latest windproof style having an extra wide thick wick for longer life greater fuel economy and unfailing reliability. Crafted of solid brass that sparkles like gold with its highly polished mirror finish. Easy to fill, too—has no screws to remove. Another sales feature is the easily adjustable flint tension that provides an instant light with a flick of the thumb. Height, closed, 2 inches. One dozen on flashy display card.

Per dozen $2.75

Per gross $32.50

No. 44P811—Glass Bucket Ash Tray. Decorative as well as useful, this glass Bucket Ash Tray is a detailed model of the well known symbol of the Gay Nineties, the old oaken bucket—fashioned of crystal clear glass with a removable metal handle. Overall measurements, 2½-inches in diameter, 3 inches high.

Per dozen $1.00



"Ads on Wheels"

"Ads on Wheels," the first complete guide book to truck decal sign advertising ever published is being prepared for free distribution to fleet owners, public carriers, equipment makers, merchants, maintenance men and advertisers by the Meyercord Co., manufacturer of decalcomania.

This new Meyercord booklet, showing scores of truck decals and trucks in full color, describes how and where to use decals to utilize the advertising space on trucks. Famous brand names, product reproductions and trademarks parade across 20 pages.

Illustrations demonstrate different aspects of truck decal advertising as well as safety signs and other devices. Service signs and identification insignia are also presented for farm equipment, gasoline pumps and oil stations, railway cars and locomotives, airplanes, buses and taxicabs.

The booklet also describes a new "brand-mile" standard for rating the effectiveness of truck advertising.

Copies of "Ads on Wheels" may be obtained by writing on business letterheads to the Meyercord Co., 5323 W. Lake St., Chicago 44.

•

Louis J. Freidel Dies

The toy trade was saddened when it learned of the passing of Louis J. Freidel on March 7 from a heart attack. He was Eastern sales manager of the Indian Archery Co. and was active in the toy field for a number of years.

OAK-HYTEX
Squeeze-Me
TOYS

The Newest Sensation
in
Toy Land

PERKY
the Pup

CHUBBY
the Pig

HOPPY
the Rabbit

SQUAWKY
the Duck

The year's outstanding line of latex toys. Fitted with safe all-rubber whistle. With creamy yellow bodies, cheeks of pink and eyes of blue, they're irresistible on the toy counters Individually packed in cellophane containers — also four toys in deluxe box.

Send coupon below for illustrated, descriptive folder.

The OAK RUBBER Co.
224 S. SYCAMORE ST. RAVENNA, OHIO

MADE BY THE MANUFACTURERS OF
OAK-HYTEX TOY BALLOONS

THE OAK RUBBER COMPANY
Ravenna, Ohio
Please send free copy of illustrated descriptive folder on SQUEEZE-ME TOYS.
FIRM
MY NAME POSITION
STREET
CITY STATE

Miniature Precision Bearings Celebrates 10th Anniversary

Nineteen hundred forty seven is a milestone in the history of Miniature Precision Bearings, Inc., of Keene, N. H., for it was just 10 years ago that their first miniature ball bearing was installed.

Realization of the midget size of some of their bearings can be had by comparing the smallest to the head of a common pin, with the largest only slightly over the diameter of an ordinary lead pencil. Tolerances from exact sizes are controlled to as close as one 10,000 inch. So minute are these bearings that a day's production could sometimes fit in a lady's sewing thimble!

The company manufactures more than 40 different types and sizes of miniature ball bearings. It also designs and produces many special bearings, and does development work.

●

NEW POLK REPRESENTATIVE

S. W. Barish, former chief storekeeper with the U. S. Navy, has been appointed sales representative for the southeastern states by Polk's Model Craft Hobbies of New York and Chicago.

"Smiley," as he is known to his friends, had extensive background in the toy and hobbycraft fields before joining the Navy. Mr. Barish also served during World War I. Immediately after his discharge from the Navy he "signed on" with Polk's and has been making a tour and survey of the southeast Atlantic area.

During 22 months of duty in the South Pacific, Chief Barish acquired the title, "the James F. Farley of New Caledonia." This came as a result of his work in which he handled the distribution of all official postage stamps for the South Pacific zone.

Mr. Barish is married; he and his wife, Rose S. Barish, make their home in Brooklyn, N. Y.

The addition of the former Navy "Chief" brings to more than two dozen the ex-service people now working with Polk's Model Craft Hobbies. Polk personnel saw service in all parts of the world and were well represented in all the services.

NEW CHRIS CRAFT MODEL CRUISER

Designed from actual manufacturers' blue prints . . . the new Dumas 26" Chris Craft model kit offered by Dumas Products Co., 2222F N. Farwell Ave., Milwaukee 11, Wis., is made to authentic scale. Models can be used for display in dens, by Chris Craft owners or for motor powered sailing. Kit contains all necessary materials for construction including material for frame type hull, all parts printed ready to cut, twin cast propellers for display, blade, flag, clear plastic, varnish, copper shafting and brush. Model is built up and planked same as actual boat. Detailed Chris Craft Corp. plans of interior also furnished. Kit complete retails for $4.50. Literature giving photos and complete description is available for veterans' hospitals, hobby enthusiasts, dealers, etc. Dumas plans on offering a similar model in Owen's Yachts soon. Harco "40" models exclusive with Dumas are available now.

An accessory Marine Drive Kit for motor installations is also offered. It includes a 2 part universal joint, 14" steel propeller shaft, brass stuffing box, aluminum drilled strut, cast 2 blade brass propeller. Retails at $2.65 prepaid.

DEALERS MUST CLEAN HOUSE . . . SAYS RAY SNOW

RAY M. SNOW, of the Hornet Motor Mfg. Co., Fresno, Calif., thinks that the turn from a sellers' market to a buyers' market is a healthy "break," as dealers must now start paying attention to sound business and service policies if they are to prosper.

He says that there is a healthy consumer revolt under way—that people are tired of putting out good money to buy a product that doesn't measure up to some firm's advertising.

He thinks that those companies and dealers who have been more interested in volume than in values . . . in quick dollars instead of sound customer relations . . . will not long be with us.

Mr. Snow feels that many dealers and jobbers do not watch their stocks closely enough and are caught without the engine, race car, plane kit or model railroad materials that are wanted, and so they send a rush order for one or two of these items, as the case may be, and if the factory cannot ship immediately, they lose a sale to some other dealer, or the customer "cools off" and doesn't buy at all.

He says, too, that many model builders become disgusted because parts cannot be obtained, or because the dealer tells them to write direct to the manufacturer, indicating that the stocking of necessary parts is a function that belongs to the dealer.

It is indeed a fact that the hobby shop which maintains complete stocks, so that customers are not turned away empty handed, is the one which enjoys the respect and confidence of model builders in the community. Because dealers in many cases have found themselves with surplus inventory does not mean less buying is needed—but more selective buying. The war period, when all dealers bought almost anything that was offered them, is over. Goods in demand belong in stock.

■

Ira Hassad With Edco

Engineering Development Company, Inc., of Del Mar, California, manufacturers of Edco planes, motors, race cars and hydroplanes, announces the affiliation of Ira J. Hassad to its staff. Hassad, whose exclusively designed, custom-crafted engines and race car have taken top honors in many of the country's leading meets, will head the motor division of Edco.

As a result of Hassad's affiliation with Edco, his engines, race car, and hydroplane will now be manufactured and distributed under the Edco brand name, and will be lower-priced for volume selling, states Frank S. Howarth, president of the west coast firm.

●

Prem Gary in Costa Rica

Prem Gary, of International Balsa Corp., Jersey City, N. J., made a recent trip to the company's mills in Costa Rica, where, it was reported, the weather, as usual, was extremely warm. While there, Mr. Gary remembered with a great deal of respect, if not longing, the nice cold weather prevailing in Gotham when he left.

Standard of the Model World

Ohlsson & Rice

THE BIG 3

IN MODEL ENGINE SALES

WRITE FOR DISCOUNTS, SALES HELPS AND LITERATURE

OHLSSON & RICE, Inc.
Emery at Grande Vista
Los Angeles 23, Calif.

TROST

Most Progressive Middlewest Distributors

Will Give Prompt Attention to Your Requirements for

Ambassador • Berkeley • Capitol • Cleveland
Comet • Consolidated • C Z • H & F
Hawk • Ideal • Jaco-Lac Decals • Jasco
King • Maircraft • Marine Model • Master
Megow • Modelcraft • Mod-Ac • Ohlenbach
Joe Ott • Pioneer • Rogers • Scientific
Skyline • Strombeck • Testor
West-Craft • X-Acto

Model Railroad Supplies, Hobby Books and Games

Write for Price List

FACTORY DISCOUNTS

TROST MODEL AIRPLANE & HOBBIES
3111 West 63rd Street • Chicago 29, Illinois

"Feather Brand"

BALSA WOOD

NOW AVAILABLE

★

Send for Complete Details

★

MEMBER MODEL PRODUCTS MANUFACTURERS ASSOCIATION

INTERNATIONAL BALSA CORP.
96 BOYD AVE., JERSEY CITY, N. J.

MILLS

GUAYAQUIL ECUADOR

PUERTO LIMON COSTA RICA

Another KAYSAM Product

Sales representatives in all parts of the country.

It's NEW—

Joy PUNCHING Ball

watch it sell!!

The Joy Punching Ball is the newest, most excitingly different sales booster of the year. Designed for all-season fun and exercise, indoors or out, this item consists of a gaily colored seamless ball, made of du Pont durable neoprene, with a securely attached elastic return cord fitting comfortably about the forehead or held in the hand. The skill required to strike the ball repeatedly as it zips back through the air is quickly acquired by youngsters and adults alike.

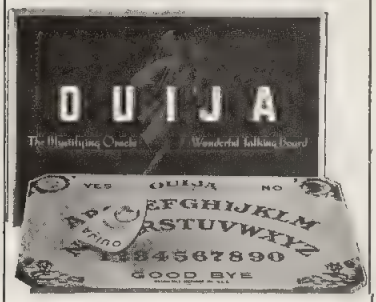
Attractively packaged and inexpensively priced, the Joy Punching Ball can become a NATIONAL RAGE. Order now for prompt delivery and watch it catch on!

The new colorful KAYSAM catalogue illustrates our complete line of quality latex toys. Write for yours now.

MOLDED LATEX PRODUCTS, INC.
PATERSON 3, NEW JERSEY

for TWO generations

A household word in American literature and folk-lore



Only the GENUINE OUIJA bears this name

WILLIAM FULD

HARFORD and LAMONT AVES. BALTIMORE 2, MD.

Watch Libby for What's New!

LIBBY DOLL & NOVELTY CO. INC. Baby Elaine

Dolls of the Better Types At Popular Prices

Manufacturers of BABY-FLESH DOLLS and "Baby Elaine" and Novelties

LIBBY DOLL & NOVELTY CO., Inc.

Factory and Showroom: 31 W. 21st St., New York 10, N. Y.

NEW TO THE '47 HALSAM LINE

- New American Plastic Bricks and Checkers
- Famous American Bricks
- "Hewn" American Logs
- Embossed Safety Blocks, Checkers and Dominoes
- Pytok Plastic Blocks

LET THE BLUE CHIPS FALL YOUR WAY

HALSAM PRODUCTS COMPANY
and ELGO PLASTICS, INC.
CHICAGO 12 NEW YORK 10

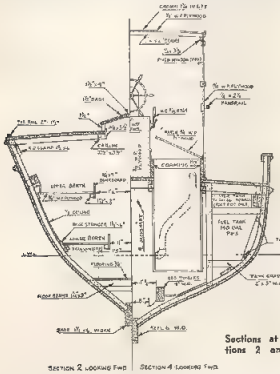
Safety on the Sea with DURKEE MARINE HARDWARE & FITTINGS
SEE THEM AT THE SHOW!
Besides the items illustrated you can see and order:
ROPE
WING PUMPS
SEARCHLIGHTS
MARINE TOILETS
NAVIGATION LIGHTS
FISHING CHAIRS
ALCOHOL AND KEROSENE STOVES
And other top quality marine equipment at the New York Motor Boat Show and all year round at
The DURKEE CO INC
29 SOUTH ST. New York
Phone BOwling Gr. 9-5250

ANGENETTE, BLOCK ISLAND FISHERMAN

(*Continued from page 99*)

the after bitts is shackled to the towing cables to reduce the possibility of trouble if the net should foul an obstruction on the bottom. Last Fall a small dragger out of New Bedford capsized as a result of towing from the mast and not being able to throw out the clutch instantly when the net lining up on a snag.

The method of getting the trawl aboard has been worked out by trial-and-error to get maximum results with the least manual effort. First the big winch is started and the towing cables brought aboard, evenly, until the doors that spread the mouth of the trawl are right up to the block on the sling, and are held there. Then a line that goes around the bunt of the trawl is untied from one of the door shackles, passed through a snatch block on the starboard midships



Sections at stations 2 and 4

bitt, and taken to the small winch head. The bunt of the trawl is hauled up alongside and that line made fast. Next the doors are lowered and stowed out of the way alongside the wheelhouse. Then the tackle from the boom is made fast to the cod end and the whole thing pulled over the side using the slow-turning winch head on the hoister. The cod end is swung over the deck pen, and the drawstring untied, letting the fish out. Since the deck pen is against the

Tops in *Popularity*

The Ever Famous

Wood Pussy

TRADEMARK REGISTERED

Wood Pussy is a grand boat for shoal water cruising, coastal or inland. Designed by Phil Rhodes exclusively for us, she is ideal for either the most experienced sailor or the beginner. Hundreds of these boats have been sold since the Wood Pussy was announced a little more than a year ago. Its rapidly growing popularity has destined the Wood Pussy to everlasting fame among sailing enthusiasts. Her dimensions are: length, 13½'; beam, 6'. Hollow slotted spar and 100 sq. ft of sail. *See the Wood Pussy at the New York Motor Boat Show, Grand Central Palace, Main Floor, Jan. 10th to 18th.*

Weasel

TRADEMARK REGISTERED

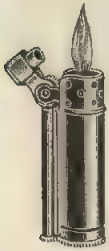
The BIG Little Sailer

Weasel meets all of your requirements for a small moderately priced boat with good sailing qualities, a large cockpit with ample room for three adults. It has a simple rig; easily stowed—yet with the high-peaked mainsail, it gives the efficiency of a full Marconi rig. The boat was especially designed with the idea that it should be safe for children to learn to sail in. Dimensions are: 17'4" o.a.; 10' w.l. x 5'6". Sail area —90 sq. ft.

Palmer Scott & Co., Inc.

NEW BEDFORD MASSACHUSETTS

parker of london by dunhill



No. 1604—Dunhill Service Lighter. The best lighter of its kind! Windproof! Dependable! Made by Dunhill, it is sturdily constructed of heavy metal, finished in assorted lustrous jet black and rich brown enamel. Has ample fuel capacity and adjustable flint tension. Features simple reliable mechanism that lights with a flick of the finger. Perforated wind guard keeps flame from being blown out—lights in a gale or blizzard. Height, closed, 2¼ inches. Each in box.

Each **60¢**
Per dozen **$7.06**

No. 3864—Dunhill Tobacco Pouch. Expertly made, compactly designed, specially suited for smokers who demand the utmost in pipe smoking quality. Crafted of the new leather-like black plastic. Better than leather because it is absolutely odorless and moisture-proof. Has spacious tobacco compartment that will easily hold a full package of tobacco. Has reliable zipper closure which keeps the tobacco fresh and mellow assuring greater smoking pleasure. Each in box.

Each **70¢** Per dozen **$8.00**

No. 1605—Dunhill Benzique Lighter Fluid. Dunhill has created another top flight smoker product. One of the best lighter fluids made, it lights instantly—quickly. Smokeless, it lasts longer because of its non-evaporating qualities. Through a new scientific process Dunhill has eliminated offensive lighter fluid odors. Retails at 25¢ per bottle. Put up four fluid ounces in attractively designed glass bottle, packed 3 dozen bottles in carton.

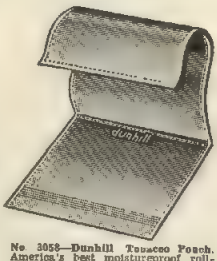
Per carton of 36 bottles **$4.80**

No. 2012—Zipper Leather Tobacco Pouch. An excellent superior pouch that is preferred by most pipe smokers. Superbly made of incredibly soft genuine leather with imitation pig skin finish for added value. Features moisture-proof inner lining that keeps tobacco moist and fresh. Fitted with reliable metal zipper closure. Size, 5½ x 3¼ in.

Each **40¢** Per dozen **$3.75**

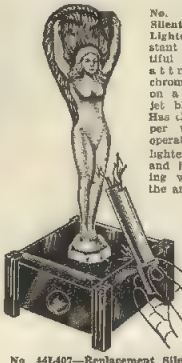
No. 2014—Genuine Leather Zipper Tobacco Pouch. Same excellent quality and size as above but made of smooth finish Indian Cape Skin leather.

Each **55¢** Per dozen **$6.00**



No. 3058—Dunhill Tobacco Pouch. America's best moistureproof roll-up tobacco pouch that preserves the freshness of the tobacco. Made of soft pliable oilskin-like plastic. New softer feature found only in this elegant Dunhill pouch. Has durable tailor stitched sides and binding that defies wear. Easily holds two packages of tobacco. Size, 6½ x 14½ inches with 5-inch pockets.

Each **65¢**
Per dozen **$7.20**



No. 1603 — "Dunhill" Silent Flame Table Lighter. Attracts instant attention. Beautiful art model with attractive sparkling chrome finish mounted on a majestic lustrous jet black plastic base. Has chrome plated copper wire railing. To operate, remove the lighter unit from base and hold against railing with tip touching the art figure. It lights instantly. Has wick that will last for years. Large fuel capacity. Width of base, 3 inches; height, overall, 5½ inches. Each in box.

Each **$1.60**
Per dozen **$18.00**

No. 44L407—Replacement Silent Flame Lighter Units. Replacement unit for Silent Flame Lighter.

Each **35¢**

No. 1082—Genuine Leather Cigarette Case. Smartly styled to please both men and women. Expertly crafted of genuine top quality leather in assorted grains and finishes. Accommodates a full pack of regular size cigarettes. Prevents accidental crushing and preserves freshness, too. Features sturdy all-metal inner frame with long hinge and spring snap lock. White braided tapes hold cigarettes firmly in place. Size, closed, 4½ x 2½ inches.

Each **$1.00**

No. 1186—Parker Service Lighter. Dunhill has done it again. Here is another of their famous lighters. Windproof and dependable, it lights instantly with a flick of the thumb under all conditions, even in gale, storm or blizzard. Beautifully finished in attractive genuine black or brown leather with pin grain finishes. Has extra heavy nickel plated flame guard one-piece construction. Easily refilled, it features a long life wick large fuel capacity and a new style fluid retainer compartment for the utmost in greater fluid economy. Flint tension is easily adjusted by means of the easy-to-get-at flint chamber on outside. Height, closed, 2¼ inches. Each in box.

Each **95¢** Per dozen **$10.59**

No. 3863—Dunhill Combination Tobacco Pouch. Designed for Parker of London by Dunhill. The most sensational good looking tobacco pouch we've ever seen. Made of the new leather-like black plastic—better than leather, because it is absolutely odorless. It is also moisture proof with a dependable zipper closure assuring ever-lasting smoking pleasure. Features newest smoker innovation, a retractable tobacco pouch lip that eliminates careless and wasteful spilling. Also has large spacious pipe compartment that will accommodate all large bowl pipes. Will easily hold a full package of tobacco. Each in box.

Each **$1.25**
Per dozen **$14.40**

No. 3016—DeLuxe Genuine Leather Tobacco Pouch. The instant choice of discriminating smokers this superbly luxurious tobacco pouch is the utmost in value. Made of finest quality Indian Cape Skin leather with loops for easy holding. Features latest type moisture-proof oil skin lining to preserve the mellow freshness of the tobacco. In large size that easily holds two packages of tobacco, it also features reliable Talon metal zipper. Size, 4½ x 6 inches. Each in box.

Each **75¢** Per dozen **$8.00**

No. 3015—Leather Tobacco Pouch. Same as above but of genuine grained leather.

Each **65¢** Per dozen **$7.20**

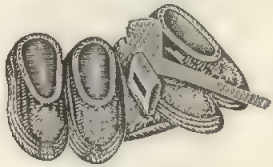
ASH RECEPTACLES FOR THE DISCRIMINATING

Ash Trays • Pipe Racks

Scottie Dog Tray

No. 2101—Ash Tray. A delightfully new and modern ash tray in the latest mode. Made of wood composition in antique Walnut finish that resembles a piece of old world art. Has four Scotty dog heads, one in each corner. Their ears can be used as cigarette rests. Has a round crystal clear ash tray that rests over a lovely flower design. Size, 5 x 5 inches.

Per set . . . . . **45¢**
Per dozen sets **$5.00**



No. 2106—Pipe Holder. An excellent pipe holder suitable for office, den, living room, etc. Artistically molded of carved effect wood composition in the entirely new shape of Indian moccasins. Can accommodate four pipes. Moccasins are exact in detail down to the fine craftsmanship of the complicated Indian weave. Also has deep groove for book of matches. Width, 9 inches. Pipe not included.

Per set . . . . **80¢**
Per dozen sets . . . **$9.25**

Sportsman's Tray

No. 2120—Ash Tray. Just loaded with sports appeal to create a most desirable smoker accessory. Attractively made of molded wood composition with an antique Walnut finish. Has pleasing sport motifs beautifully molded into the sides. Round crystal clear ash tray fits over an exquisite illustration of a dog's head. Diameter, 8 inches.

Per set . . . . . **35¢**
Per dozen sets **$3.75**

Nautical Tray

No. 2102—Pipe Holder and Ash Tray. Crafted in artistic antique Walnut finish molded wood with a graceful pipe holder and a wide ash tray holder showing a fishing ship on a rippling sea. Features a rugged rope-like edge decoration and is fitted with a sparkling crystal clear glass ash tray that fits in center. Size, 6 x 4 inches. Pipe not included.

Per set . . . . . **45¢**
Per dozen sets **$5.00**

No. 2137—Junior Smokemaster. Excellently made of quality metal in grained Walnut finish. Has contrasting decorative bands around body. Large ash compartment with nickel plated hasand removable "lift top" cover for easy emptying. Features modernistic ivory white plastic side handles. Also has four conveniently located cigarette rests. Height 4½ inches; diameter of base, 4½ inches.

Each . . . . . **50¢**
Per dozen . . . **$5.75**

No. 2138—Smokemaster Ash Tray. A distinctively designed ash tray that is made of quality metal with an attractive mottled brown finish. Features deep bowl with sparkling nickel plated easy flip ashtray. Top has three twin cigarette rests. Top comes off for easier emptying and sides have attractive ribbed design. A top flight smoke stand that is a real sales value. Diameter, 6 inches; height, 3½ inches.

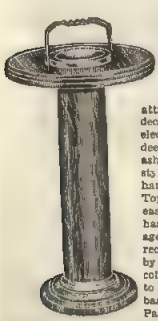
Each . . . . . **30¢**
Per dozen . . . **$2.90**

Moccasin Tray

No. 2104—Moccasin Pipe Rest. Beautifully molded of antique Walnut finish composition wood into the exquisite shape of a pair of Indian moccasins. Deeply recessed grooves accommodate two pipes. All the magnificent workmanship of the complicated Indian weave has been faithfully reproduced. Size, 6¾ x 4 inches. Pipe not included.

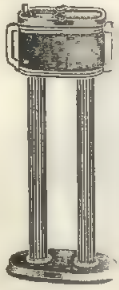
Each . . . . . **45¢**
Per dozen . . . **$5.00**

MODERNLY DESIGNED METAL SMOKING STANDS



No. 2148 — Smoking Stand. A strongly made smoking stand that is very well made of finest quality sturdy metal in a rich grained Walnut finish with attractive contrasting decorative ivory enameled stripes. Features deep spacious tilt top ash receptacle and loop style handle with four handy cigarette rests. Top is removable for easier emptying. Also has large round beverage glass stand. Ash receptacle is supported by a large modernistic column firmly attached to an extra wide stable base. Height, 22 inches. Packed six stands to a carton.

Each in carton . . . **$1.75** Each in lots of 6 . . . **$1.65**



No. 2127—Smoking Stand. Made of light weight metal in a Walnut grain-effect finish. Has three cigarette rests grouped around a deep ash well. Has a removable top, for easier emptying, and reversed grooves that can be used as a glass stand. Supported by two fluted columns and attached to an extra wide base. Height, 20½ inches. Packed six stands in a carton.

Each **$1.75**
Each in lots of 6 . . . . . **$1.65**

No. 2141—Smoking Stand. A distinctively styled, modernly designed smoking stand, made of finest quality sturdy metal in a Walnut grain-effect finish. Has four cigarette rests grouped around a deep spacious tilt-top ash well. Has nickel plated removable top for easier emptying. Features two long modernistic ivory-like catalin handles on either side of the mammoth modernistic column. Decorated with attractive horizontal stripes, it also has a wide base sparkling with a nickel plated finish. Height, 22 inches. Packed six stands to a carton.

Each . . . **$1.75** Each, in lots of 6 . . . **$1.65**

AMERICA'S MOST FAMOUS LINE OF EDUCATIONAL TOYS

*

HOLGATE TOYS

Train as well as Entertain

*

Recommended by pediatricians, educators and child psychologists as the line of toys which makes the most notable contribution to child development.

Recognized by America's foremost stores as the leading line of educational toys.

HOLGATE BROTHERS COMPANY, Kane, Pa.

Showrooms in

New York 10.....200 Fifth Avenue
Chicago 54.....14-110 Merchandise Mart
San Francisco 3 (Erlach, Lee Co.)....718 Mission Street

A Leading Line Since 1928

GORDON'S *Famous* HEALTH RIDER *and* GYM SETS

All our eighteen years' experience plus the resources of our modern plant stand back of the renowned quality of our full line.

GORDON TOY MANUFACTURING CO.
Willard and Amber Streets Philadelphia, Pa.

Sales Representatives
RIEMANN, SEABREY CO., Inc., 1107 Broadway, New York 10, N. Y.
Standard Toy Agencies 718 Mission Street, San Francisco

Distinctive

BUDDY L WOOD TOYS

NEW YORK SALES OFFICE • 200 FIFTH AVENUE • ROOM 540

An Inspired Highly Styled Line of Beautiful Dolls

13" to 24"

17" Bride

BRIDES

Exquisite Dolls ranging from 13" to 20". Wigs and Moving Eyes.

VERY SPECIAL BRIDE: *20" — The loveliest little lady you've ever seen. A fine value in an expensive doll*

BABY DOLLS: *16" to 24" — Styles range from three year olds to high school miss. All with voices and moving eyes. 20" and 24" babies have wigs*

GIRL DOLLS: *13" to 20" — All beautifully clothed honeys Moving eyes and wigs*

THE TODDLER: *20" — A little sweetheart. Wig and moving eyes.*

THE CHRISTENING DOLL: *16" — Really authentic Voice and moving eyes.*

Park Ave
DOLL COMPANY

Factory: 42 Tiffany Place, Brooklyn 2, N. Y.
Showroom: 200 Fifth Ave. (Room 405) New York

An Inspired Highly Styled Line of Beautiful Dolls

13" to 24"

17" Bride

BRIDES

Exquisite Dolls ranging from 13" to 20". Wigs and Moving Eyes.

VERY SPECIAL BRIDE: 20" — *The loveliest little lady you've ever seen. A fine value in an expensive doll.*

BABY DOLLS: 16" to 24" — *Styles range from three year olds to high school miss. All with voices and moving eyes. 20" and 24" babies have wigs*

GIRL DOLLS: 13" to 20" — *All beautifully clothed honeys. Moving eyes and wigs*

THE TODDLER: 20" — *A little sweetheart. Wig and moving eyes.*

THE CHRISTENING DOLL: 16" — *Really authentic. Voice and moving eyes*

Park Ave DOLL COMPANY

Factory: 42 Tiffany Place, Brooklyn 2, N. Y.
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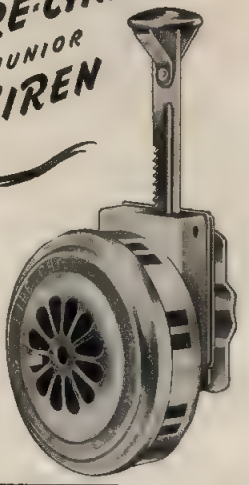
FIRE-CHIEF JUNIOR SIREN



For "Traffic Control" Where Toys are Sold

Retails under $1.00

The only siren in the Toy Department. Low price opens the door to the mass market. Every child can have one on wagon, scooter, velocipede.

Attractively Packaged

Individual colorful cartons facilitate merchandising displays and enhance gift value.

Just Like Big Ones

Fire Chief Junior Siren has the same tone value, same mechanical principle as big sirens.

A Quality Product

Made of drawn steel, accurately balanced brass gears, piano wire springs. Nickel plated. Complete with bracket and screws.

All You Want—Now

Not next month, not next year but immediate shipment of any quantity.

Part No. 4326—Height 4¾", Width 2½", Weight 4 oz. Each individually packaged.

PHONE — WRITE — WIRE

TOLEDO GUILD PRODUCTS, INC.
GUILD
575 MADISON AVE., TOLEDO 4, OHIO
666 LAKE SHORE DRIVE, CHICAGO 11, ILL.

"Penelope"

THE

PLATYPUS

Patent Pending

Two Sizes
$3.00
and
$5.00
RETAIL

All rights fully protected against infringers.

. . . THE NEWEST TOY REPRODUCTION OF THE MOST FASCINATING OF ALL LIVING MAMMALS

The most highly publicized mammal of the age, the Platypus has been featured in "Life," "New York Times Magazine," "Radio Broadcasts," etc., etc.

A word to live merchandisers.—If you want immediate business, here's that something new and different to promote right now. Made of fine quality plush and wool felt. A worthy addition to our famous lines of "CUDDLY" animals, "SLEEPY HEAD" dolls, monkeys and novelties.

Made by the Makers of

"America's Premier Line of Stuffed Toys"

KNICKERBOCKER TOY CO., INC.

200 Fifth Avenue — New York 10, N. Y.

The NEW 1947 PIPER CUB SUPER CRUISER

Copyright 1946 Piper Aircraft Corporation

50% MORE PEOPLE...17% TO 33% MORE "HORSES" than All Other Planes at Its Price!

ALL THESE FEATURES AT NO EXTRA COST

ELECTRIC STARTER. Just press a button on the instrument panel to start the engine. No pedal cranking the propeller. It's as safe and easy as starting your car.

TWO-WAY, TWO-BAND RADIO. Combines transmitter and receiver for instrument panel control. Both bands are your regular broadcast reception you are yours.

ENGINE MUFFLER. Quiets the exhaust of the powerful, hundred horsepower engine to a husky purr. It adds to the comfort and enjoyment of every flight.

EXTRA GAS CAPACITY. Two wing tanks, filled extra by dotted lines, hold a total of 36 gallons for a 600-mile range—more than any other plane at its price!

YEAR in and year out Piper, the leading personal plane manufacturer, offers you the most for your money! This smart new Piper Cub Super Cruiser has no equal in its price class. It seats *three*, half again as many passengers as other similarly priced planes. Its thrifty engine packs a full hundred horsepower—17% to 33% more than any other plane at the same price. The Super Cruiser's top speed is 115 miles per hour. It will take you on 600-mile trips without refueling. And you enjoy, as standard equipment on the Super Cruiser, deluxe features such as the electric starter and two-way, two-band radio—"extras" on most other planes in the same price field!

Ask your Piper Cub Dealer for a free flight demonstration, for the full-color literature on the new Piper Cubs, and for the popular books . . . *How to Fly a Piper Cub*, and *What Your Town Needs for the Coming Air Age*. And remember—only Piper makes the Cub, that good, safe plane. Piper Aircraft Corporation, Lock Haven, Pennsylvania, U.S.A. . . . In Canada: Cub Aircraft Ltd., Hamilton, Ontario.

LOOK TO THE LEADER FOR GOOD SAFE PLANES
YOU CAN AFFORD TO BUY AND FLY

PIPER

PLASCO* *Furnishes Another Room*

With all the craftsmanship of master cabinet-makers, PLASCO fashions dining room furniture — *in plastic!* Each piece is a perfectly scaled miniature, a *faithful* reproduction of fine period furniture. In its rich grained-mahogany finish, distinctive styling details and smooth, sturdy construction, you find the quality workmanship which is the PLASCO tradition

9 HANDSOME DINING ROOM PIECES

- Buffet
- Breakfront
- Dining Table
- 2 Console Tables
- 2 Arm Chairs
- 2 Straight Chairs

AVAILABLE IN INDIVIDUAL UNITS OR PACKAGED SETS

Little Homemaker*

Plastic DINING ROOM FURNITURE

Masterpieces in Plastic Toys

*ALL TRADE MARKS REG. U.S. PAT. OFF.

PLASTIC ART TOY CORPORATION OF AMERICA ONE MAPLE STREET • EAST RUTHERFORD, NEW JERSEY
NEW YORK DISPLAY OFFICE EMPIRE STATE BUILDING

COMPANION SET TO PLASCO* NATIONALLY ACCLAIMED PLASTIC KITCHEN FURNITURE

Little Homemaker Plastic DINING ROOM FURNITURE

9-piece dining room set molded in mahogany color, packed in Plasco's famous play-room box. The gay, four-color box opens to form a two-wall dining room with rug-design floor sheet. Here's extra sale-appeal of *proven effectiveness*—designed to delight the happy "Little Homemaker"

Available in individual units or packaged sets.

PLASCO* *Masterpieces in Plastic Toys*

PLASTIC ART TOY CORPORATION OF AMERICA

ONE MAPLE STREET • EAST RUTHERFORD, NEW JERSEY
NEW YORK DISPLAY OFFICE: EMPIRE STATE BUILDING

*ALL TRADE MARKS REG. U.S. PAT. OFF.

PLASTIC DINING ROOM SET

Eight piece walnut colored plastic Dining Room set consists of:

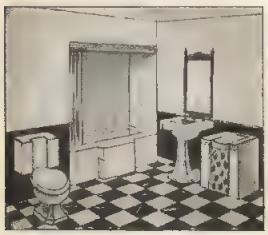
1—Dining Table
1—Buffet
1—Server
1—Breakfast
4—Chairs

Packed in full color box with colorful tray and collapsible model room. Size of box 8½x12x2¼ inches.

Weight per shipping carton, 46 lbs. 3 dozen in shipping carton or open stock.

6N111—Per dozen **$25.00**
Suggested retail price $1.50 each.

PLASTIC BATHROOM SET



Four piece Ivory colored plastic Bath Room set consists of:

1—Bathtub
1—Bath Sink
1—Toilet
1—Clothes Hamper

Packed in multicolored box, realistic tray, and collapsible model room. Size of box 7½x10⅛x2¾ inches.

Weight per shipping carton, 34 lbs. 3 dozen in shipping carton or or open stock.

6N888—Per dozen **$16.70**
Suggested retail price $1.00 each.

PLASTIC LIVING ROOM SET

Thirteen piece Living Room Set consists of:

1—Sofa
1—Club Chair
1—Barrel Chair
1—Fireplace
1—Baby Grand Piano
1—Piano Bench
1—Radio
1—Floor Lamp
1—Cocktail Table
2—Drum Tables
2—Table Lamps

Packed in full color box with colorful trap and collapsible model room. Size of box 10x14x3 inches

Weight, per shipping carton 21 lbs. 1 dozen in shipping carton or Open Stock.

6N222—Per dozen **$44.60**
Suggested retail price 2.69 each.

PLASTIC KITCHEN SET

Eight piece ivory colored plastic Kitchen set consists of:

1—Table
4—Chairs
1 Stove
1—Sink
1—Refrigerator

Packed in full color box with colorful tray and collapsible model room. Size of box 8½x12x2½ inches.

Weight, per shipping carton 15 lbs. 1 dozen in shipping carton or Open Stock.

6N999—Per dozen **$25.00**
Suggested retail price $1.50 each.

PLASTIC BEDROOM SET

Eight piece walnut colored plastic Bedroom set consists of:

2—Beds
1—Vanity
1—Dresser
1—Chest of Drawers
1—Night Table
1—Bench
1—Table Lamp

Packed in full color box with colorful tray and collapsible model room. Size of box 8½x12x2½ inches.

Weight, per shipping carton 17 lbs. 1 dozen in shipping carton or Open Stock.

6N333—Per dozen **$30.00**
Suggested retail price $1.79 each.

PLASTIC NURSERY SET

Eight piece pink and blue colored nursery set consists of:

1—Bathinette
1—Play Pen
1—Doll Carriage
1—High Chair
1—Crib
1—Chest of Drawers
1—Night Table
1—Table Lamp

Packed in full color box with colorful tray and collapsible model room. Size of box 8½x12x2½ inches.

Weight per shipping carton, 17 lbs. 1 dozen in shipping carton. or open stock.

6N1100—Doz. Net **$32.00**
Suggested retail price $2.00 each

PLASTIC SINK

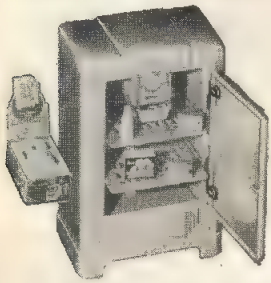
Cream with black 6¾ inches long. 5½ inches high, 4 inches wide. Moveable drawers and doors. Water closet in back. Capper drain, pan below.

Weight per shipping carton, — lbs.

6N22—Per doz.. . **$28.80**

Suggested retail price $1.79 each.

PLASTIC REFRIGERATOR



Cream with black. 7 inches high, 4¼ inches wide, 2½ inches deep. Door opens. Has sliding rack. Ice cube tray. Moveable dial. Miniature Milk, Eggs, Butter and Cheese.

Weight per shipping carton, — lbs.

6N24—Per dozen **$28.80**

Suggested retail price $1.79 each.

PLASTIC STOVE

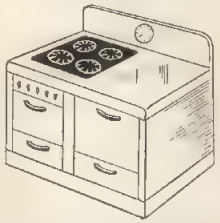
Cream with black. Table top 6 inches long, 3½ inches wide, 4¾ inches high. Oven and all drawers open. 3 tiny pans.

Weight per shipping carton, — lbs.

6N26—Per doz..... **$28.80**

Suggested retail price $1.79 each.

STOVE



Made of ivory colored plastic with black trim. 2⅞ inches wide, 3⅝ ins. high.

Weight, per box 1¼ lbs.
1 dozen in box or open stock.

6NK69—Per dozen.. **$4.00**

Suggested retail price $0.25 each.

STOVE

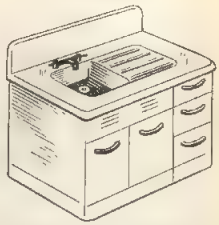
Made of all white heavy plastic, 2⅜ inches high, 1⅝ inches wide, 3⅛ inches long.

Weight per shipping carton, 14 lbs.
1 dozen in box.
(We do not break boxes)
12 dozen in shipping carton.

E2—Per dozen **$3.60**

Suggested retail price $0.15 each.

SINK



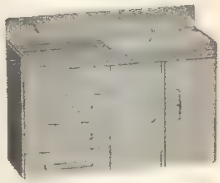
Made of ivory colored plastic with black trim. 3 inches wide, 2¾ inches high.

Weight, per box 1¼ lbs.
1 dozen in box or open stock.

6NK68—Per dozen.. **$4.00**

Suggested retail price $0.25 each.

SINK



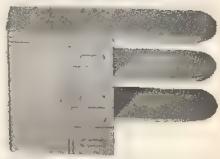
Made of all white plastic, 2¾ inches high, 1⅜ inches wide, 3½ inches long.

Weight per shipping carton. 15 lbs.
1 dozen in box.
(We do not break boxes)
12 dozen in shipping carton.

E3—Per dozen **$3.60**

Suggested retail price $0.15 each.

BREAKFAST BAR



Made of all white plastic, 2⅜ inches high, 1⅜ inches wide, 3½ inches long.

Weight per shipping carton, 14 lbs.
1 dozen in box
(We do not break boxes)
12 dozen in shipping carton.

E4—Per dozen **$3.60**

Suggested retail price $0.15 each.

★ TO RETAIL FOR... 50c

THE SENSATIONAL

POW'r POP

PISTOL

Beautiful, Colorful Plastic!
★ Shoots Corks Accurately!
★ Emits a Resounding "POP"!

Yes, this *IS* a sensational item! And the price, 50c retail, makes it the hottest thing on the market today! Precision built—barrel and stock of heavy plastic, in beautiful colors! Powerful action, straight-shooting, yet absolutely harmless! Smartly boxed—packed 36 boxes to a carton. Big demand! Order now!

A WINNER!
POWER HOUSE
JUNGLE SHOOT

The automatic shooting game with the thrill of big game hunting. Wild animals pop up as rapidly as you shoot them down. Comes complete with Powr Pop Pistol and generous supply of corks. A great game! A great seller! A great money maker! $2.50 each. Smartly boxed, packed 12 to a carton.

KELMAR *Corporation* 2169 S. 1st Street • Milwaukee 7, Wis.

SOMETHING NEW FOR TOY JOBBERS

Next year we are offering our very unusual line of mechanical toys and novelties to jobbers. They are excellent sellers and we believe that you will be interested in them.

We have a catalogue available and we will be glad to send it to you, or if you prefer, visit our conveniently located showroom.

At the present time we are only interested in selling well-rated, established customers. Much as we would like to make our line available to you this year, it is impossible because we cannot accept more orders than we can deliver.

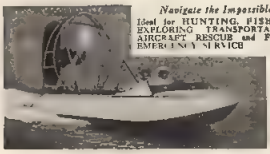
•

B. SHACKMAN & CO.

EST. 1898 34th STREET and MADISON AVENUE, NEW YORK 16, N. Y. CA. 5-0990

From Tropical Swamps to the Frozen North

PAUL PRIGG AIR DRIVE BOATS



Navigate the Impossible

Ideal for HUNTING, FISHING, EXPLORING TRANSPORTATION AIRCRAFT RESCUE and FLOOD EMERGENCY SERVICE

Skeats, Swamps, Mud Flats or Ice Do Not Stop This Boat

Models from 16 ft. to 48 ft.

FAIRLY PROMPT DELIVERIES

PAUL PRIGG HIGH SPEED SEAGOING **CRUISERS**

For the Offshore Sportsmen

A Limited Number of These Popular Boats Are Available for Early Delivery — 18 to 30 Foot

Write today for literature.

PRIGG BOAT WORKS 501 Northwest South River Drive MIAMI, FLORIDA

$2.50 up Life time guarantee by ZIPPO MFG. CO BRADFORD PA.

COPEROYD

REG U.S PAT. OFF

ANTI-FOULING BOTTOM COATING

for a smooth hull—

a fast racing finish—

Used by the famous P.T. boats of the Navy. Used by winning racing yachts — all classes. Used by owners of fine fast cruisers for maximum speed and maneuverability. Best for your boat, too. *Investigate!*

Booth 12, N.Y. Boat Show

METALLIC COATINGS CORPORATION

236 W 44th Street New York 18, N. Y

added to an initial displacement of 5,000 pounds is by virtue of percentages different than the same 500 pounds, added to an initial, 50,000 pounds displacement. There is almost no limit to what a fouled bottom can do. It can literally cause tons of water to be dragged along with the boat.

The manner in which many an owner or operator will gaily wave these considerations aside when hell-bent in search of a different propeller is sometimes very discouraging to the propeller consultant who is trying sincerely to be of help to them. I, for one, am convinced that, excepting only those relatively few cases where the propeller replaced was so ill-chosen that any substitution would have produced seemingly miraculous improvement, 90-95 percent of the reports of an outstanding improvement in performance through change of propeller alone resulted from a simultaneous, deliberately ignored or innocently overlooked, change in loading, bottom condition, or otherwise sufficient to completely alter the resistance characteristics of the hull. In the remaining cases—and this is particularly true of the excitable and impulsive handler of racing craft with his predelection to incessant, unrecorded changes—either the power output of the engine was substantially altered through some conscious or unconscious tune-up operation or there has been an unnoted change in weather conditions.

THE gasoline engine generates its power through the combustion of hydro-carbon vapors. The oxygen for this combustion comes from the air drawn into the cylinder through the carburetor along with the vapor. When the barometric pressure is high and the air cold the air enters the cylinder in both greater volume and density. This raises the volumetric efficiency of your engine giving you more power output per cubic inch of cylinder displacement under the conditions described than when the barometer and air temperature are more nearly normal. By the same token a low barometric pressure and high air temperature combine to adversely affect your volumetric efficiency and power output. Within the extremes of the combined barometric and air temperature fluctuations to which a motor boat engine may be subjected at sea level its engine power may vary as much as 15 percent. Imagine what this may mean when you are counting on every last ounce of power Then, too, water temperature plays its part in an equally positive if less readily definable manner. Your hull is definitely harder to drive through waters of certain temperatures than others. Because of combined air and water influences alone a high speed runabout will vary up and down in its speed as the season progresses from the cool, crisp days and favorable water temperature of May through the hot, sultry air and unfavorable water conditions of July and back to the more favorable conditions of October

Because of all these variables and the insidious manner in which they may inject themselves unobserved or unevaluated into the equation of performance it is well to look askance upon all enthusiastic tales of gains of 8, 5, or even 3 miles per hour resulting from some happy, hit-and-miss propeller selection. True gains arising from some change in propeller dimension alone are much more apt to be recorded in fractions, where scientific and unemotional supervision of trials obtains.

AT this point one or more of my readers may rise with the pertinent question: 'If so many variables exert their influence, is there really any such thing as one single propeller for any one

POPULAR CHILDREN'S FAVORITES

No. 112B1—Mystery Stories. Here is a bargain that just can't be passed by. Consists of all the blood-curdling spine-chilling mystery stories you've seen on the magazine and news stands retailing for 25c each. We are now offering them to you so they can be sold for less than half the previous retail price. Books are in popular pocket size with titles such as Invitation to Murder Death in The Sun, Youth, the Laughing Cry. Remarkable new bargain that now can retail for 10c each. Put up one dozen assorted stories in each carton.
Per dozen ..... **85¢**

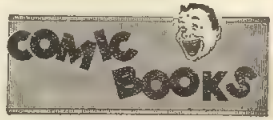
No. 112M2432—Flash Gordon Champion Kite. Three great sales features combined in one kite. "Jet propelled" it has open cylinders fore and aft. Built like an airplane—flies like an airplane. Made of heavy processed Bristol paper that will out-last ordinary kites by far. A four season kite that flies in the slightest breeze. Requires no running and can be made to loop, dive, maneuver with just a slight manipulation of the kite string. Width, 21¾ inches. Features large picture of Flash Gordon, well known to every American boy. Put up one kite unassembled in sleeve type container. Quickly and easily assembled with enclosed instructions.
Per dozen **$1.20**

No. 112M2433—The Fishing Pond Sand Pail. Eye catching attraction for youngsters who are in the swim. Perfect for use on the beach and in the sand-box. Standing 8½ inches high with a safe no-cut handle riveted to the rugged, built body. This pail is colorfully painted with a picture of kids at the swimming hole. The 6½ inch shovel has a deep 2½-inch scoop that can hold enough for the best sand castle constructor. You'll have to stock these.
Per dozen **$2.25**

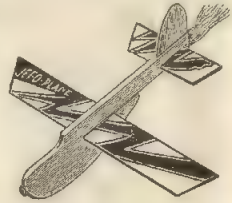
No. 112M2437—Buck Rogers Strato-Kite. The one and only four season kite. Will soar, loop, dive, maneuver with just a slight manipulation of the string. The kite that flies like a jet-propelled plane. The least breeze launches the "jet-propelled" Strato-Kite to unbelievable heights. Made of heavy processed Bristol paper that will stand a great deal for abuse. Features picture of Buck Rogers a famous comic strip character admired by every red-blooded American boy. Put up one kite 18 inches wide, unassembled in attractive flashy sleeve type display container. Quickly and easily assembled with enclosed instructions.
Per dozen **$2.00**

No. 830—Plastic Bubble Pipes. All the children like to blow big iridescent bubbles with these fine bubble pipes. Made entirely of safe sanitary plastic in assorted two-tone colors. Easy to clean, promotes cleanliness. Put up one dozen on flashy attention-getting display card.
Per dozen ..... **40¢**

No. 112M2430—Rocket Ship Kit. An item that sets as a magnet to draw in the juvenile trade. Made of extra heavy tissue paper in assorted eye-catching colors. Has flashy illustration of rocket ship in full flight on front. Very easily assembled. It comes complete with two thick cross pieces of smoothly polished wood notched for convenience in attaching to corner strings. Will fly high and dip, swoop, dive turn and do many amazing maneuvers by just a simple manipulation of the string. Size, 23 x 26 inches.
Per dozen ..... **80¢** Per gross ... **$9.00**



No. 112B2—Comic Books. Largest bargain assortment on record! Formerly 10c, these books have been reduced to retail at the new price of 5c. Young and old will clamor for these fun-filled pages featuring such favorites as Blondie, Mandrake The Magician, Tarzan and Cap Stubbs The Lone Ranger, Rue Sawyer, Powers Secret Agent X-9, and scores of others we see in the daily funnies. Regular 10 by 7 inch sized 52 to 60 page comics with laughs on every page. Packed 24 to a box, with at least 12 different numbers in each carton.
Per box ..... **95¢**



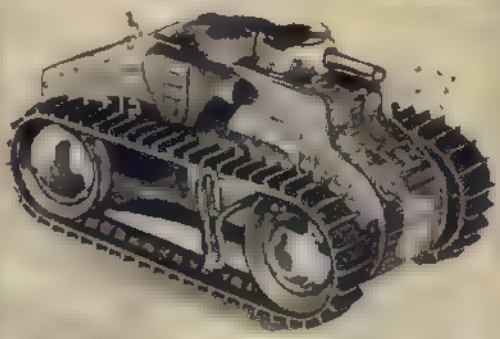
No. 112M2448—Jet-O-Plane. Throw it. Watch it zoom! Jet propelled effect glider. Jet Propulsion Plane Streamer attached to stabilizer gives effect of the real P-80 Shooting Star in the sky. Made of quality lightweight balsa that will not damage walls or furniture in case of a crash landing. Packed in bright colored cardboard box are the 13½-inch fuselage, 16-inch wings, stabilizer and rubber with complete instructions for easy assembly. This number can't miss!
Per dozen **$1.95**

No. 112M2447—Jet-O-Plane. Same as above in a smaller model. Fuselage measures 9-inches. Packed in flashy paper carrier with complete instructions on back.
Per dozen ..... **80¢**

No. 2058—Jumbo Squeeze-A-Squirt. The kiddies will really go for this entirely new squirt gun novelty. No metal parts — no moving parts. Works on the theory of pressure. Fill the transparent plastic tube with water. Insert the cork in place, and fire away. Just by a slight pressure on the tube a powerful jet of water shoots forth with amazing velocity. Supplied in assorted bright colors. Length, 3½ inches; diameter, ⅝ inches. Put up one dozen on attractive display card.
Per dozen **80¢** Per gross **$9.00**

No. 2035—Squeeze-A-Squirt. Same as above but smaller in size.
Per dozen **40¢** Per gross **$4.50**

Wind Them Up and Watch Them Run!



Rat-a-Tat-Tat! Army Tank's Big Guns Really Spit Fire!

- *cool, harmless sparks shoot out*
- *even makes noise like that of real tanks*

Ready for action! Big tank swings around and roars into battle at top speed. Here is a toy [illegible] a more exciting toy for boys of [illegible] real action-look no toy tank that shoots fire, even sounds like the real thing. Camouflaged in green and brown to hide [illegible] from the enemy. Instrument panel on front with army officer looking out window. Turn wind-up key at side, run it forward, [illegible] ready for anything. Order it today for your would-be soldiers!

35J 5134. Shipping weight 2 lbs 5 oz. **2.89**

Dare Devil Dick's a Thrilling Performer

- *watch him loop the loop*

Look [illegible] here he comes racing down the ramp on his metal racer. Then zoom he loops the loop and [illegible] across the floor. All metal. Bright red and yellow. Race car measures 4 inches long, over all size 16x20 inches.

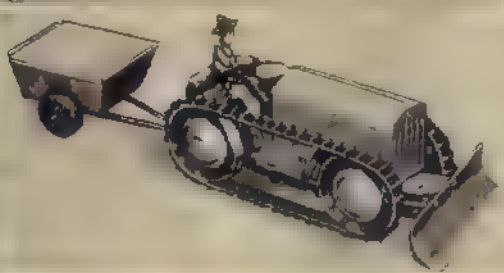
35J 5120 Shpg wt 1 lb 6 oz. **89¢**

Look at Donald and Goofy!

- *Goofy dances, Donald plays the drum*

Toys favorite Walt Disney cartoon characters are here to entertain them. Bright, colored metal, 9 in. high. Shpg wt, 1 lb. 4 oz.

35J 5137. **1.49**



Lightweight All-Aluminum Tractor—Fun for Tiny Farmers

- *has endless sure grip rubber treads, powerful motor can climb right over steep grades*
- *with detachable dump bucket trailer, grader*

Just like real tractor! See Farmer brown [illegible] the field [illegible] over [illegible] Tractor grades heavy load. Well built strong motor won't overwind, start and stop lever. Tractor measures 8½ in. long.

35J 5136. Shipping weight 1 lb 6 oz. 3 Pc **1.98**

Colorful Monkey Climbs up String!

- *"chatters" as he climbs*

Wind him up—monkey scrambles up the string, making a noise just like a real chattering monkey. Release tension on string, and down he goes. Heavy gauge steel, measures 3x7 in. Order today!

35J 5140 Shpg wt 5 oz. **69¢**

Plenty of Action with Jumping Jeep

- *bounds wildly around*

Up and down and back and forth. Toy jeep races madly forward, then runs back, jumps around, does all sorts of things, [illegible] as 6 passengers hang on [illegible] All metal, 6x6 in.

35J 5141. Shpg wt 10 oz. **79¢**

Watch The Freight Train as it Goes Racing Around the Track

- *all metal 4 car train with metal platform*
- *complete with metal freight house and tunnel*

There it goes—around and around, whizzing through the tunnel flying past the freight house. Set includes engine [illegible] and [illegible] cars and [illegible] Tunnel and house attach to platform. Has strong clock like wind up spring motor. Overall length 15 in. Base 24x12 in.

35J 5138. Shipping weight 5 lbs **1.79**

For Convenience
Open A
Spiegel Account
When You Order

•

Do Your
Christmas
Shopping
Early

Metal Speed Boat Skims Over Water!

- *adjustable rudder boat can be set to go in any direction*

Set it on the water, powerful key wind motor will send it shooting through the waves just like the big ones do! Lithographed in 6 colors. Overall length 4½ inches.

35J 5139 Shipping wt. 4 oz. .. **87¢**

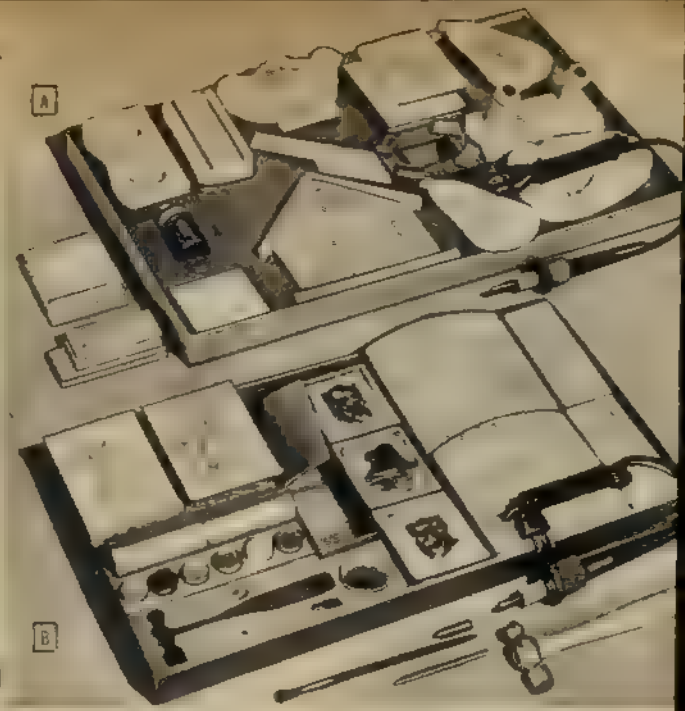
2.69

Little Red Schoolhouse—Complete!

- *all features of real 1-room country school*
- *well made plastic furniture—realistic details*
- *tiny students have movable arms and legs*

Four students go to school in this little red schoolhouse! What fun to march them in, sit them down! Desks have seats that raise and lower! Teacher's desk has removable drawers and there's a swivel chair for her to sit in. School is made of heavy cardboard, lithographed in bright colors. Size 14x9x10½ in. high.

35J 5338. Shipping wt. 2 lbs. 2oz. Complete **2.69**



Woodburning Sets—Fun and Educational

3.59

(A) Make Things You Can Use!

- *Underwriters' approved pencil*

Really practical; wood salt and pepper holder, 3-pc. desk set (pencil, 2 pens), 3-pc. pot holder rack, 7-pc. cottage set for "not at home" messages, 4-pc. coaster set, ash tray, 6-pc cigarette box. Four colors, 2 sheets sandpaper, varnish, pair leather hinges, 2 brushes. 110-120 volts AC DC pencil.

[illegible] Wt. 3 lbs 7 oz. . **3.59**

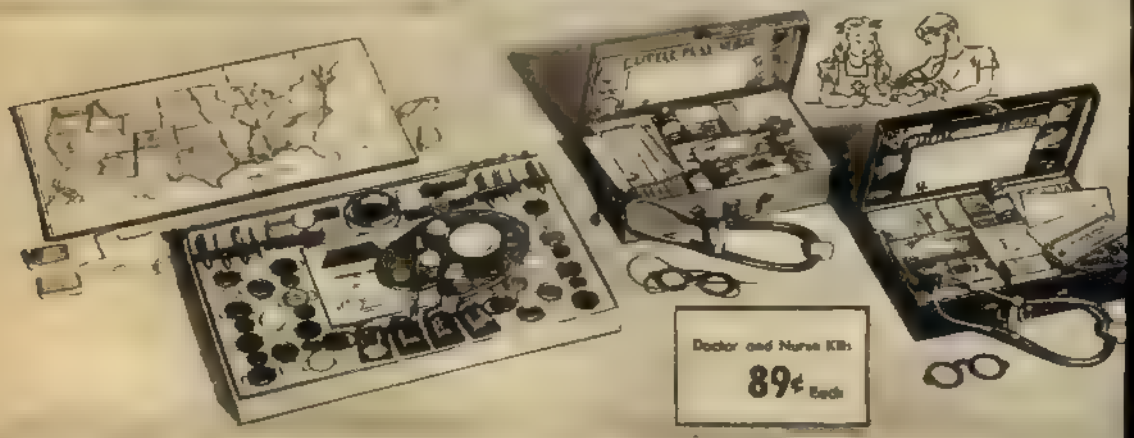
2.79

(B) For Wood or Metal Foil

- *with dual-purpose pencil*

They'll have so much fun with this set 3 metal foil designed plaques to decorate. Underwriters' approved pencil has extra tip for writing on foil paper; 2 rolls foil paper 3x5½ in., bookends; two 3½x4 in. plaques. Hammer, tapping tool, 6 colors, brush, mixing pan, sand paper. 110-120 volts, AC or DC.

35J 5087. Shpg wt 2 lbs **2.79**



Give a U.S. Map Puzzle

- *3-ply pressed wood*
- *has capitals, rivers, lakes!*

Make geography fun to learn with this exciting puzzle! Vari-colored states fit together to complete the map. Each piece carefully and individually formed so that, when together, states barely show as separate pieces. Helps the youngsters with their school work and is lots of fun. Shpg. wt. 1 lb. 14 oz.

35J 5333. . . . . . **1.49**

Super-Size New Paint Set!

- *contains over 85 pieces*

Just look at all the paints! Has every shade of color your little artist could possibly desire – over 56 various sizes and shapes with 4 bottles of color and 8 crayons! It's lots of fun to paint from the miniature palette and to mix paints in the 2 metal mixing bowls. 12 instructive color charts, two brushes. Order your set today!

35J 5324. (3 lbs. 2 oz.). . **98¢**

What Fun to Play "Nurse"

- *toy watch, thermometer*

Dolly's sick and here's her nurse! Delight your little girl with this kit that includes Red Cross apron, cardboard glasses, candy capsules, "medicine" bottles to prescribe to patients. Bandages and absorbent cotton. Tiny toy stethoscope, hospital sick chart and diploma. With booklet "How to Play Nurse." Case, 12½x7¾x2¾ in.

35J 4705. Wt. 1 lb. 8 oz. **89¢**

Doctor's Kit for His "Calls"

- *snap lock, handle on case*

Calling Dr. Jones! Here [illegible] comes, as professional as a real doctor with his toy stethoscope, reflector, thermometer and [illegible] x-ray machine. Look at his "glasses" and see the "medicine" bottles and candy capsules; toy wristwatch. Also [illegible] cludes absorbent cotton, [illegible] chart, calling cards, diploma. 12½x7¾x2¾ in.

35J 4706. Wt. 1 lb. 8 oz. **89**

Water on Tap

Floor mopping	2 to 5
Utility size pail	2½
Washer load	13 to 20
Cream separator	10

Consider that the temperature of the water varies by operations from 105° for a tub bath to 145° to 150° for washing clothes and the cream separator.

Your final figure should be enough hot water for the greatest demand on a single day. If this comes to 50 gallons of 145° hot water a day, or 1500 gallons a month, you'll avoid carrying 12,425 pounds of hot water, plus the fuel and ashes!

Is your water hard or soft? If it's hard, you'll need a softener tank installed ahead of the heater; if soft, a special tank to resist corrosion.

Where will you put the heater? An electric water heater can be installed in any up-and-down space—bathroom, closet, kitchen, bedroom, hallway, or pantry.

A gas or fuel oil heater will need a flue connection to carry away fumes. It should be placed so these vents and water pipes will be short, and where fuel can be stored nearby.

Any heater should be where it's easily reached for servicing, where the safety valves will not freeze, and the floor is level and dry. Also it should be *as near as possible to the most frequently used faucets*—in the basement below or workroom next to the kitchen and bath. This will make considerable difference in your fuel bill, for it means less hot water cooling off in long runs of pipe.

By all means, have your heater installed by an authorized plumber or heating contractor. Better than ordinary galvanized pipe is non-corroding copper tubing, which can be worked through walls and partitions. Wrought iron,

FOR THE LAUNDRY

FASTEST BLADES ON EARTH by FRANK WILLIAMS

IRVING JAFFEE

...UNDEFEATED WORLD'S SPEED ICE-SKATING CHAMPION.

...KNOWN AS THE "SANDIG" CHAMPION FOR HIS PHENOMENAL VICTORIES IN THE 5,000 AND 10,000-METER RACES IN THE 1928 AND 1932 OLYMPICS...

HE LOOKS SHARP!

...AS AN INGENIOUS NEW YORKER, IRVING TOOK A JOB SWEEPING OFF THE ICE ON A LOCAL RINK SO HE COULD SKATE ALL HE WISHED TO WITHOUT COST.

...AS HE SKIMS DOWN THE ICE... FLASHING FARTHER AHEAD OF THE PACK WITH EACH TIRELESS STROKE!

...BUT IT DOES GET LONESOME UP HERE ALL BY MYSELF!

DON'T STOP TO LOOK AT THE SCENERY!

HE FEELS SHARP!

...COACHING FUTURE AMERICAN GREATS FOR THE POST-WAR WINTER SPORTS OLYMPIC GAMES AT ST. MORITZ, SWITZERLAND IN 1948.

look SHARP
feel SHARP
be SHARP
use Gillette Blue Blades with the SHARPEST edges ever honed!

HE IS SHARP!

...JAFFEE GETS THE BEST-LOOKING SHAVES A MAN CAN ENJOY BECAUSE HE ALWAYS USES GILLETTE BLUE BLADES WITH THE SHARPEST EDGES EVER HONED! WISE TO SAVING MONEY, IRVING KNOWS THAT DOUBLE EDGES MEAN DOUBLE ECONOMY!

● You *look* sharp and *feel* sharp for you get the cleanest, most refreshing shaves ever. You *are* sharp for you get more shaves per blade, save money.

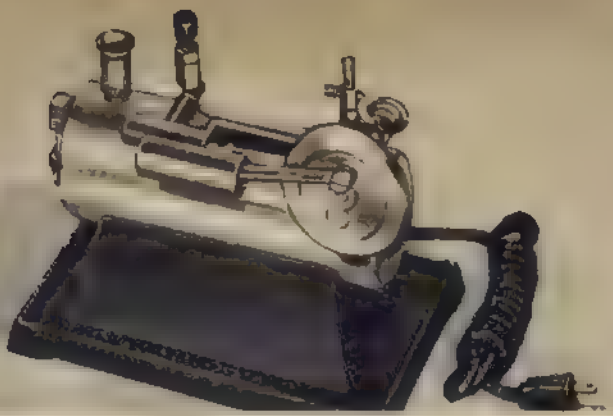
5 for 25¢

ENJOY BOXING FRIDAYS AT 10 PM EST OVER ABC NETWORK. GILLETTE'S CAVALCADE OF SPORTS ALSO AIRS WORLD SERIES AND OTHER CLASSICS YEAR 'ROUND.

Gillette Safety Razor Company, Boston 6, Mass.

Copyright, 1947, by Gillette Safety Razor Company

3 WAYS TO BUY
• CASH
• 30-DAY CHARGE
• TIME PAYMENTS
SEE PAGE 185



Give him a real Steam Engine—a power plant of his very own!

"Red Injun" Steam Engine with Heavy Gauge Steel Boiler!

• for use in running models • steams quickly

Thrill your boy with this fascinating electric steam engine! Useful and fun to run! Heavy braced cast base is hard to tip. Brass safety valve. Simple and easy to operate. 110-120 volts AC or DC. Comes with instructions. Order today!

35J 4112. Shipping weight 2 lbs. 14 oz. **4.95**

Large Size Precision Built Engine—Underwriters' Approved!

• use to power model toys—erector sets, fans, etc

Precision made with interchangeable, machined parts. Tested engine runs about 60 minutes on one boiler of water, develops 3200 R.P.M. Operates under maximum of [illegible] pressure. 110-120 volts AC or DC. Comes with cord. Instructions included.

35J 4113. Shipping weight 8 lbs. **8.95**

Microscope Set with All-Metal High Power Precision Scope!

• optically ground and polished lenses in microscope!

Microscope is specially designed for quick focusing, sturdy cast base, adjustable mirror. Includes: [illegible] glass slides, stir rods, dissecting needles. Instructions.

35J 5179. Shipping weight 3 lbs. Complete **2.79**

Larger Deluxe Set. Same as above but with powerful new microscope like real models. 38 pieces of laboratory apparatus.

35J 5180. Shipping weight 4 lbs. 9 oz. Complete **4.98**

Make Toy Soldiers with This Electric Casting Set!

• set comes with electric ladle • stand for melting lead

Double his fun! Let him make his own toy soldiers. Just melt the lead in the electric ladle, pour it in the mold, let it harden and out come the soldiers. 12 sections of metal for pouring, fasten down mold clamps, and candle for smoking molds. 3 figure molds with wooden handles, [illegible] paint brush, so he can make them as [illegible]. 110-120 volts AC or DC.

35J 5090. Shipping weight [illegible] lbs. 13 oz. **2.69**

Deluxe Radio Telegraph 3-Way Sending, Receiving Sets!

• a whole 3 ways—buzzes, flashes and clicks

• instruction book with Morse, International codes

• comes complete with batteries—ready to use

Kids' sisters will have loads of fun with this set, while learning telegraphy! Equipped to buzz for wireless, flash for night signaling, click for telegraph. Set includes pad of Western Union blanks to write messages on, 50 ft. of insulated wire and 4 dry cell batteries.

35J 4114. Shipping weight 2 lbs. 7 oz. Complete **1.98**

Bang! Bang! Indians on the War Path with Defending Cowboys!

• seven colorful lead figures in each set

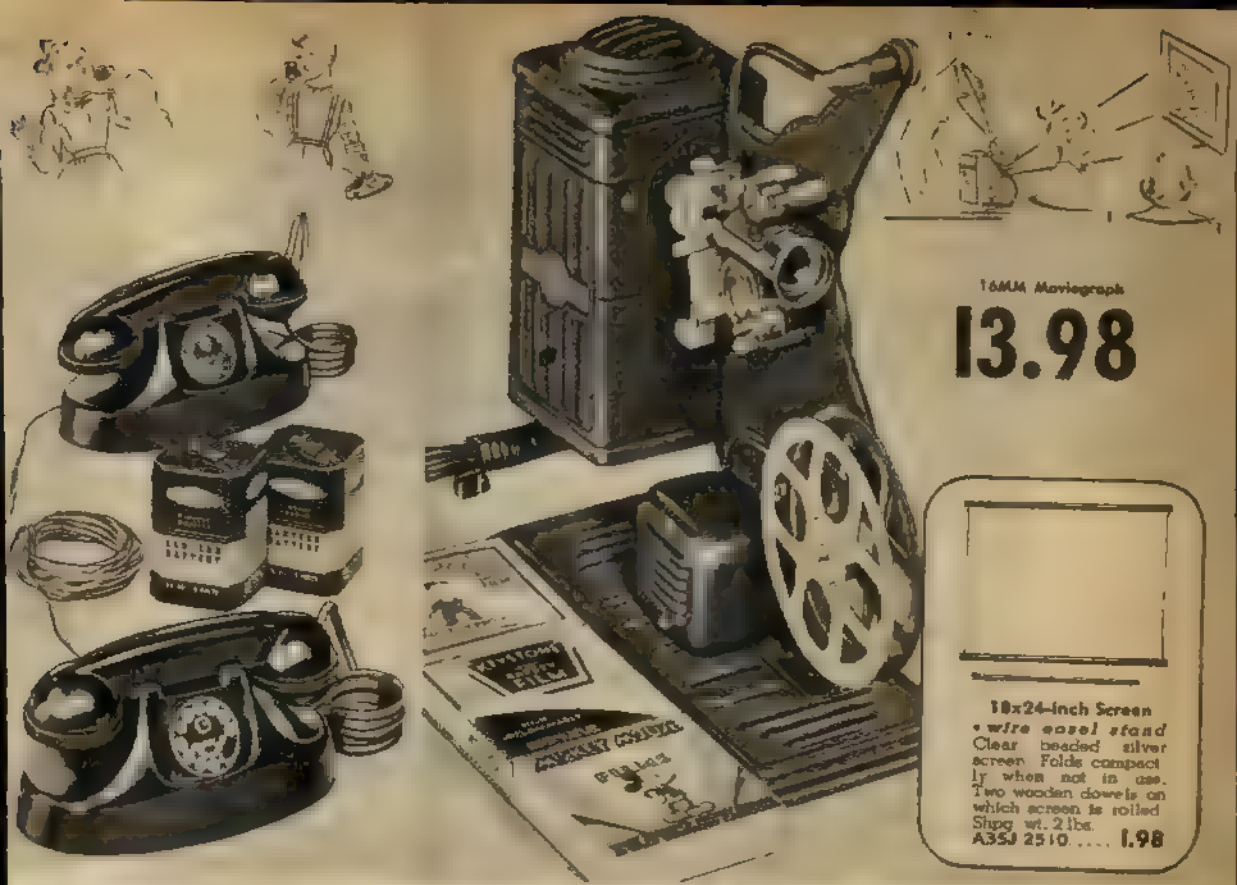
Here come the Indians, all covered with war paint! Flourishing their tomahawks and knives they swoop down on the little band of cowboys. Cowboys cool back, guns drawn, ready for anything. Youngsters will love these figures, spend hours holding mock battles with these soldiers.

Indian set has 3 standing, 3 crouching and 1 mounted figure.

35J 4108. Shipping weight 1 lb. 1 oz. Set **98¢**

Cowboy set has 1 mounted cowboy, 3 with guns drawn, 3 assorted figures.

35J 4109. Shipping weight 1 lb. 1 oz. Set **98¢**



16MM Moviegraph

13.98

18x24-inch Screen

• *wire easel stand*

Clear beaded silver screen. Folds compactly when not in use. Two wooden dowels on which screen is rolled. Shpg. wt. 2 lbs.

A35J 2510 ..... **1.98**

Fascinating Gifts for All-Year Fun!

Talk from Room to Room!

• *electric phones—ready to use*

• *practical as well as lots of fun*

Hook them up, move them into different rooms—the children can actually talk to one another! So much fun, and handy, too. Can be used to connect sick rooms with the rest of the house, saves running back and forth. Durable shiny black plastic with intercom dial. Equipped with buzzers; measures 7¾x4¾ in. 50 feet of wire. 2 long life 1½-volt "A" batteries.

35J 5089. Shpg. wt. 8 lbs..... **5.95**

Give A 16MM Moviegraph

• *simple and easy to run*

• *complete with reflector*

• *projects 400-ft. reels*

Clear movies at home! Comes ready to plug in. Start-stop switch, double claw mechanism. Comes with 200-ft. aluminum reel. 120 watt lamp, reflector to intensify light. Uses 110-120 volts, 60 cycles AC only. 14½ in. wide, 14½ in. high. Shpg. wt. 8 lbs.

A35J 2503. Mailable **13.98**

100-Foot 16MM Films to Project

Mickey Mouse. (A) Mickey's Barn Dance. (B) Olympic Games. (C) Bicycle Race. (D) Barnyard Melodies. (E) Mad Dog. (F) Mickey and the Dog Catchers.

35J 2511. State key letter. Shpg. wt. 6 oz. ..Each **3.10**

Donald Duck. (A) Auto Mechanic. (B) The Ham Actor. (C) Red Hot Riders. (D) Smoke Eater. (E) The Rescue.

35J 2512. State key letter. Shpg. wt. 6 oz. Each **3.10**

Western Subjects—Buck Jones. (A) Pony Express. (B) Indian Attack. (C) Strangers from Texas. (D) Outlaws' Round Up. (E) Smoking Six Guns.

35J 2513. State key letter. Shpg. wt. 6 oz.. Each **2.49**

Easy-to-Operate Dick Tracy Camera

• *automatically locks to keep out light*

• *takes 16 pictures—standard 127 film*

Attractively designed camera in black plastic case. Has extra compartment for additional roll of film. Ground and polished, achromatic lens; fixed focus; eye level view finder. Order yours today.

35J 2502 Shpg. wt. 14 oz. **1.09**

Walt Disney Movie Viewer with Film Strips!

• *shows actual movie "still" scenes*

• *5 full-color Walt Disney strips*

Just see how thrilled the youngsters are when they see their favorite Walt Disney scenes right in their own home! Reproduced in natural color; 16 pictures on each strip. Includes plastic magnifying viewer set.

35J 2520. Shpg. wt. 4 oz.....Complete **1.85**

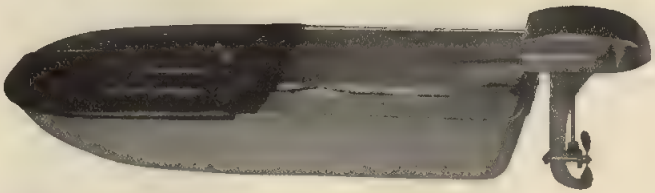
Turn Handle, Watch the "Movies"!

• *comes with four flip booklets*

Just like real moving pictures! Simply turn handle of the 9x3½-inch metal case, look through magnifying glass window and see the characters moving around just as they do in cartoon movies ... gives youngsters a real thrill!

35J 2519. Wt. 1 lb. 8 oz.. ..... **1.83**

SILVER SKIPPER



Electric OUTBOARD MOTOR BOAT

The Silver Skipper is a colorful, sturdily constructed, highly realistic aluminum motor boat powered by the MINI-MARINE electric outboard motor. Good for hours of operation on two size D (flashlight) dry cells, the Mini-Marine is a real, self-starting electric motor of the permanent magnet type. This tiny motor draws 350 milliwatts under load and is clamped by a thumb screw to the stern board of the Silver Skipper.

Completely safe because of the low voltage involved, the Mini-Marine is absolutely safe for the smallest child. Furthermore, because it is dipped in a protective covering, it can be entirely submerged and still operate.

The Silver Skipper is steered by the tiller attached to the motor. The control switch in the forward section of the cockpit starts and stops the Mini-Marine electric outboard. Remember, the Mini-Marine is just like a life-size outboard and drives the Silver Skipper through the water at proportionately the same speed and with a realistic wake.

"Another Reeves Product"

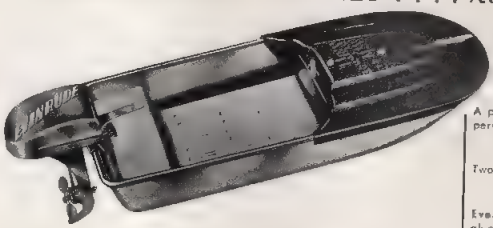
REEVES PRODUCTS . . 10 EAST 52nd ST. . . NEW YORK 22

WERE YOU Caught Short?

WELL...WE'RE READY FOR YOUR LAST MINUTE ORDERS!

Why—? *BECAUSE* the Silver Skipper is a unique, year-round toy and our steady mass production technique enables us to ship quickly *THE FASTEST AND LARGEST SELLING ELECTRIC TOY IN AMERICA* Reeves Products has anticipated your urgent needs—and has set up special channels in connection with our year-round facilities We are *NOW* able to handle your last-minute rush orders.

"EVINRUDE" POWERED . . . . Retails For $4.95



RUN FOR HOURS AND HOURS ON TWO STANDARD FLASHLIGHT BATTERIES • ABSOLUTELY SAFE FOR THE SMALLEST CHILD • COLORFUL-EXCITING ACTION • A NATURAL DISPLAY BUILDER • NOTHING LIKE IT—NOTHING NEAR IT • PACKAGED IN BRIGHT, EYE-CATCHING BOXES.

AND . . . THE DETAILS

MOTOR
A powerful mini-outboard—self-starting permanent magnet type

POWER
Two size D flashlight batteries

CONSTRUCTION
Every structural part sturdy gauge aluminum

LENGTH
12 inches long, 2½ inches deep, a five inch beam

COLOR
Shiny silver hull, red decking, white floor boards

PACKAGING
Standard cartons of twelve

Mfd. by **REEVES PRODUCTS, INC.** 10 EAST 52nd STREET NEW YORK 22, N. Y.

P.S. We'll soon present the most *FABULOUS* toy ever made.

Famous Replogle Reference Globes

Revision Service keeps them always up - to - date

FLOOR MODEL GLOBE

Twelve inch globe. Solid Walnut base with brass clawed feet. 34½ inches high.

Lithographed in ten beautiful non-fading sun-proof colors. Sharp, easy to read type. Highly glazed, scratchproof, waterproof finish. Plated and polished full graduated meridian.

38105 M1430 Handmade. All steel. **$21.50**
38106X M1965 Glass. Illuminated . **29.50**

ILLUMINATED GLOBE

Ten-inch globe. One-piece base and meridian in rich brass finish.

At the snap of a switch you have a warm, soft-glowing light . . . and the world before you, faithfully reproduced on a sturdy, translucent glass globe—clearly illustrating every nook and corner of the earth. Overall ht. 14 inches

38101 M1315 With cord and bulb **$19.75**

REVOLVING GLOBE

Twelve-inch globe. Metal base and meridian finished in statuary bronze.

Full meridian revolves in an unbreakable die-cast fork, permitting leisurely study of any part of the globe, even the southern polar regions. Highly glazed, scratch-proof, water-proof surface. Overall ht. 18¾ in.

38110X M700 Retail Price **$10.50**

REVOLVING GLOBE

Twelve-inch globe. Metal base finished in statuary bronze.

Over 5,000 place names, cities, countries, islands, ocean distances, and important natural features are shown. The well balanced mounting permits unobstructed study from any angle. Designed for quick, easy reference.

38111X M400 Overall height 16¼ in. **$6.00**

GLOBE AND ATLAS SET

Twelve-inch globe. Hand-rubbed Walnut finished stand. Overall ht. 16½ in.

Full, graduated, movable meridian, 255-page illustrated Rand McNally Atlas, with wur map supplement. The perfect, ready reference for office desk, library, students room.

38108X M1145 Regular model. Ret. **$17.50**
38109 M1800 Illuminated. Retail **27.00**

SEMI-MERIDIAN GLOBE

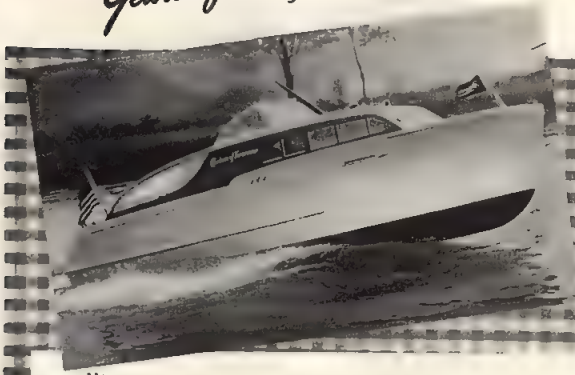
Twelve-inch globe. Metal base and meridian finished in statuary bronze.

Highly glazed . . . scratch-proof . . . waterproof Semi-meridian style affords unobstructed study from any angle. Extremely clear, easy-to-read print. Lithographed in eight beautiful colors. Overall height 16½ inches.

38103X M440 Retail Price **$6.60**

CHOOSE YOUR BOAT FOR

Years of Carefree Fun on the Water!



YOU OWE IT TO YOURSELF to "make haste slowly" when buying a boat For this is no casual purchase. Look over every model in your price range before you decide. Check its specifications against your needs. Remember you are buying not only for this season, but for many seasons to come.

Compare the advantages of the Richardson Sports Commuter before you decide

- **Economical up-keep.** No intricate planking in the famous Richardson molded mahogany hull. No seams to open up or buckle. No calking and a minimum of putty. Each spring just sand lightly and paint—and you're ready for another season.
- **Beauty.** There's style in every modern line of the New Richardson Sports Commuter. You will be proud to own her not only today, but for many years to come.
- **Comfort.** Controls at the flying bridge. Full headroom in a cabin that sleeps four.

Send for folder C-3 which describes the Sports Commuter

Just Released!

A new color picture of the development and building of the Richardson. Arrange a showing at your yacht club or Power Squadron meetings. Contact your dealer or write factory.

Your dealer has the New Richardson for Spring Delivery

Before you invest—INVESTIGATE!

RICHARDSON *Cruisers of Tomorrow*

Richardson Boat Company, North Tonawanda C. N. Y. Established 1909 Copyright 1947 Richardson Boat Company

See "Roberta's" New . . .

"VELVET SKIN"
RUBBER BABY DOLLS

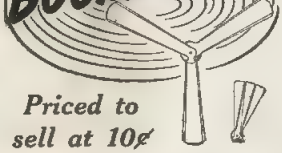
•

Attractively Packaged
Popularly Priced, *as always*

Roberta Doll Co., Inc.

200 Fifth Avenue, Room 519, New York 10, N. Y.
Factory: 39 West 19th Street, New York

New Plastic BOOMERANG



Priced to sell at 10¢

A tremendous volume seller for kids. Bright-colored blades. All plastic. Circles 75 ft. in the air and returns to thrower — also does dizzy teaser, spiral and other stunts. Complete instructions on one blade. Folds into handy pocket size. Individually-carded for fast sales. Packed in half gross lots; shipping weight, 5 lbs. per gross. Dealer price, only 80¢ per doz. Immediate deliveries — order direct from this ad.

WRITE *today for illustrated catalogue of our full line of fast-selling specialties.*

Nockonwood Industries, Ltd.

DEPT. A . . . BLOOMFIELD, IOWA

HAPPY NEW YEAR!

Make 1947 better than ever with

FIBRO-PAL TOYS

MADE BY

THE FIBRO CORPORATION

510 1ST AVE. NO., MINNEAPOLIS 3, MINN.

MARGON EYES

Increase Doll Sales

To get the quality and precision to which you are entitled, make sure these items are made by MARGON

ROLLING EYES
GLASSEINE EYES
METAL EYES
MAMA *and* PAPA VOICES

MARGON CORPORATION
140 Thomas St. Newark, N. J.
Direct Telephone from New York:
HEctor 2-9800

ROLLFAST BICYCLES FOR MEN AND BOYS

Rollfast Bicycles are made to last . . . all are made from the finest, uniform materials tested to rigid laboratory requirements. Motobike frame with double bar, regular fork. Drop-out rear fork ends. Regular crescent mudguards. Lustrous baked enamel finish on a bonderized base. All metal parts chrome plated. Double tube, chain tread U. S. Rubber balloon tires, 26 x 2.125. Stitchless Troxel saddle. Scout handlebar with rubber grips. Chain guard. Torrington rubber pedals. Rear red reflector. Torpedo electric lamp. Kick stand. Coaster brake.

82901 M3475 Men's Bicycle. 26-in wheels. Retail **$44.75**
82903 M3375 Boy's Bicycle. 24-in wheels (no lamp) Retail **43.75**

ROLLFAST BICYCLES FOR WOMEN AND GIRLS

Rollfast Bicycles for women are made with the same superior craftsmanship as the men's. Frame reinforced between bars, regular fork. Regular crescent mudguards with rims enameled to match. Double tube, U. S. Rubber balloon tires, 28 x 2.125. Stitchless Troxel saddle. Scout handlebar with rubber grips. Chain guard Torrington rubber pedals. Rear red reflector. Torpedo electric lamp. Kick stand. Coaster brake. Finished in lustrous baked enamel over bonderized base All metal parts chrome plated.

82902 M3475 Women's Bicycle. 26-in. wheels. Retail Price **$44.75**
82904 M3375 Girls' Bicycle. 24-in. wheels (no lamp). Retail. **43.75**

Rollfast

Streamlined Bicycles for Men and Women Boys and Girls

Gifts that open new trails of riding enjoyment

Ellensburg Roping Saddle

Full floral hand-tooled. Oiled and antiqued. **Tree.** Ellensburg, beehide covered. 14-in. undercut swell. 3½-in. horn cap. **Seat.** 14-in 1-piece seat and jockey. **Rigging.** ¾ double. 4-in bronze front ring. 2-in. rear dees. 1¾-in. rear and off billets, latigo tie and rear flank straps. **Cantle.** 4-in.; beaded roll. **Skirts.** 25½x13½-in. round Sheep wool lined. **Fenders.** 8½x19-in., 1-piece. **Stirrup leathers.** 3-in. laced. **Stirrups.** 2-in. bound Visalia type, leather covered. **Cinchs.** 15-strand Mohair

$139.90
$14.00 Down
$10.50 Monthly

10 N 09632—Shipping weight 44 lbs. . .$139.90

White River Roping Saddle

Selected steerhide, stained edges. Oiled and antiqued finish. **Tree.** White River, beef hide covered. Narrow grip; 12-in. swell 3-in. covered horn. **Seat.** 14-in. 3-in. dished, beaded cantle. 1-piece seat and jockey. **Rigging.** Full double. Four 3-in. steel dees. 1¾-in. latigo ties and off billets 1¾-in. flank strap and rear billets **Skirts.** Round, 25x12¾-in. Sheep wool lined. **Fenders.** 2-piece. 8½x18-in **Stirrup leathers.** 3-in. Double to lace. **Stirrups.** 2-in. metal bound Visalia type. **Cinchs.** 13-strand Mohair.

$89.90
Cash
$9.00 Down
$8.00 Monthly

10 N 08433—Shipping weight 30 pounds..$89.90

The Peerless Saddle

Russet leather with oiled and antiqued finish. Basket weave rolled border. **Tree.** 12-inch swell with 2½-inch leather-covered horn. **Rig.** Full double Four latigo tie straps. **Seat.** 15-inch. 3-inch b **cantle,** beaded front. Seat and jockey in 1 **Skirts.** Square, 23x12 inches Wool felt **Fenders.** 15¾x7½ inches. **Stirrup leathers.** inch buckled **Stirrups.** 3-inch wood with l bottoms. **Cinchs.** Front and rear are 3-inc ton web with two rings each.

$49
$5.00 D
$3.00 Mo

10 N 08402 -Shipping weight 25 pounds.$4

Finest quality Riding Accessories

Russet Leather Equipment

A **Tapered Western Bridle.** Antiqued russet leather. 2½ in cheeks, 1-in. brow and nosebands, ⅝-in throat strap. ¾-in by 6-ft flat reins Brass buckles. Shipping weight 2 pounds 12 ounces

10 N 8191—Hand tooled. Less bit. . . .Each $10.25
10 N 8190—Basket Stamped. Less bit .Each $8.25
10 N 8189—Plain. Less bit. . . . . Each 7.25

B **Martingale.** Best grade antiqued russet leather. 2¾-in. neck collar; ⅝-in belly strap. ¾-in. tie down to snap onto bridle Brass hardware.

10 N 8231 Hand tooled. Shpg wt. 2 lbs. Ea. $9.95
10 N 8230 Basket Stamp. Shpg wt 2 lbs Ea. $7.75
10 N 8229—Plain. Shpg. wt. 2 lbs. . . . Ea. 6.95

C **Breast Collars.** Russet leather V-shape Oiled and antiqued. ⅝-in. neck strap. ¾-in. connecting straps. Sheep wool lined. Shipping weight 2 pounds 4 ounces.

10 N 8220—Hand tooled. . . . . Each $11.50
10 N 8224—Basket stamped. . . . . Each $9.75

D **Hand-tooled Spur Strap.** Best russet leather. Brass buckle Shipping weight pair 8 oz.

10 N 8394. . . . . Pair $1.89

E **Spur Strap.** Fits any button spur. Brass buckle. Shipping weight 7 ounces per pair.

10 N 8384 Basket stamped. . . . . Pair $1.29
10 N 8383—Plain. . . . . Pair $1.09

Aluminum Bits and Spurs

F **The Idaho.** Low port; 5¼-in. mouthpiece; 9-in. curved cheeks. Shpg. wt each 10 oz.

10 N 9570-Engraved. $3.29 10 N 9560-Plain. $4.29

G **Western Standard.** 5¼-in. mouthpiece; 7¾-in. cheeks; low port. Shpg wt each 12 oz.

10 N 9564-Engraved. $3.59 10 N 9551-Plain. $2.69

H **The Californian.** Solid button. Large conchs shank with guard Shpg wt. pair 5 oz.

10 N 9539—Engraved. $7.79 10 N 9535—Plain. $5.79

Boy's. Similar to above Shpg wt pair 5 oz.

10 N 9534—Engraved. $7.79 10 N 9545—Plain. $5.79

J **The Bronc.** Solid button. 5-point rowel. Tiedown loops Shipping wt. pair 10 oz.

10 N 9540-Engraved. $7.79 10 N 9536-Plain. $5.79

Soft, colorful Navajo Blankets

K **Our best Double Navajo Blanket.** About 28–31 inches wide by 56–62 in. long Retains natural virgin wool oils. Hand washed, carded and woven. Soft and absorbent Bright stripes throughout or fancy corners. Individually designed.

10 N 8478—Extra fancy. Shpg. wt. 6 lbs. $13.25

Single Blanket. About 28–31 in square.

10 N 8451—Extra fancy. Shpg wt. 3 lbs. 7.95

Single Blanket, Same size, weight, grade as above.

10 N 8475 - Fancy. Shipping wt. 3 lbs.. . . . 6.29

The Pony Shop

L **Pony Saddle.** Russet leather with rolled edge throughout. Tree, 13-inch solid front swell covered horn, 2¾-inch cap, 2½ inches high. **Seat.** seat. Seat and jockey in one piece. Cantle is 2½ inch by 10½ inches wide. **Rigging.** Single 1¾-inch d **Skirts.** Round, 19 inches long and 8½ inches wide. 12½x6 inches **Stirrup leathers.** 1¼ inches wide, **Stirrups.** Boys' 3-inch with hood covers. **Cinchs.** 3-inch web with rings.

10 N 08401—Shipping weight 13 lbs. . . . . Each $

M **Pony Bridle.** High quality russet leather. Double ¾-inch buckle on crown. Complete with port bit strap ⅝-inch by 4-foot reins.

10 N 8185—Shipping weight 2 pounds... Each

N **Pony Saddle Pad.** Good quality gray felt with red and braid star in rear corner. 30% new wool, used wool, 10% re-processed wool, 10% cotton. 20 by size

10 N 8457—Shipping weight 12 ounces. . . Each

Buy riding equipment on Sears Easy Terms
See Page 256 for complete details

Sally Gingham

a lovable winsome Miss. One of the many world famous Imperial Crown Junior Miss quality dolls.

...te or call for our brochure containing our complete doll line.

Sally Gingham

We take pride in the fact that our dolls are:

- distinctively styled
- of the finest quality
- extremely durable.

These notable features are made possible only through the most modern manufacturing facilities and progressive techniques . . . based on 33 years of active experience in the doll industry!

Midge

the "Imperial Skin" rubber doll . . . as life-like as a real baby. She is the only "trained" drinking and wetting doll..."trained" to wet only when her "little mother" wants her to do so! This distinctive feature is an exclusive Imperial Crown patent.

Imperial Crown

TOY CORP.

SAYCO DOLLS

THE LINE of ASSURED QUALITY

—PRICED FOR TODAY'S MARKET

Be Sure To See

SKINTEX

The SAYCO Hit
For 1947

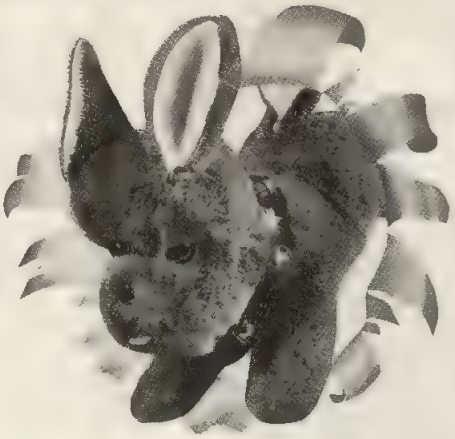
AND REMEMBER . . .

SAYCO IS READY TO SERVE YOU WITH A FULL LINE OF COMPOSITION AND BABY DOLLS.

Sayco Doll Corporation

OFFICE & FACTORY: 9-11 DESBROSSES STREET
NEW YORK 13, N. Y.
SHOWROOM: Breslin Bldg., 1186 Broadway
(Corner 29th St.), N. Y. C.

ORIGINAL!
NEW!
LIFE-LIKE!
ACTION!



It takes Dorzar ingenuity and Dora Zarovich designing to create the FIRST improvement in stuffed toys, adding A-C-T-I-O-N to make them even more life-like.

It's "JUMP-O", the non-mechanical dog that hops all over the place at the slightest tap on the back!

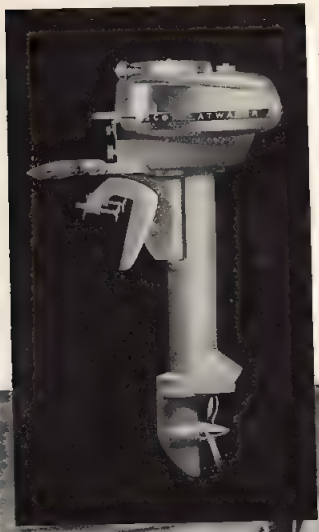
No finer plush toy was ever made with so much irresistible appeal!

"JUMP-O" will make your toy sales jump and add life to your toy department.

Delivery
August 1st

Write for
"JUMP-O" Action photos and prices

DORZAR TOY STUDIOS, Inc.
352 Fourth Avenue (at 26th Street), New York 10, N. Y.



The Sensation!

THE post-war Scott-Atwater Motor, introduced last year, quickly became the sensation of the industry.

Backed by the long experience that made Scott-Atwater the second largest pre-war manufacturer of outboard motors, the new Scott-Atwater Motor is the culmination of experience gained from the manufacture of thousands of motors that were compelled to take the "gaff" from American sportsmen for many years.

Put a Scott-Atwater behind you on your favorite craft for a trial run. Speed to a distant shore! Idle it down to a creeping troll! It's the motor that does *everything!*

SCOTT-ATWATER MANUFACTURING CO.
2901 East Hennepin, Minneapolis 13, Minnesota

FOUR MODELS
A standard and deluxe single, developing 3.5 horsepower at 4000 R. P. M. OBC certified a standard and deluxe alternate firing twin, developing 7.5 horsepower at 4200 R.P.M. OBC certified.

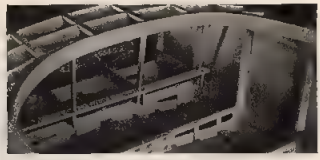
Scott-Atwater
Outboard MOTORS

The 1947 Model 13 and Model 16

outboard Sea Sleds are ready for southern delivery. Planked and decked in a special all-mahogany plywood.

SEA SLED

TRADE MARK



Built like this (The Model 16)

The fast outboard motor boats that go to sea when the wind blows.

Finished like this (Model 13)

Write for Bulletins

HICKMAN SEA SLED COMPANY

201 Devonshire Street, Boston, Massachusetts

JANUARY DELIVERIES

With deliveries underway we will open new dealer territories beginning in January, 1947.

Run like this

"We're Here to Serve You"

Busy Bee

LIGHTWEIGHT PORTABLE ENGINE MODEL AB-3

Simplified mountings, easily installed, 6 H.P. at 3600 R.P.M. Uses Regular Automotive Gasoline.

AEROLITE 6 H.P. A 4-CYCLE AIR-COOLED ENGINE

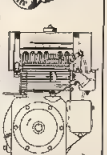
7.5 H.P. Ideal for Sailboat, Auxiliary or Small Boats

IN STOCK—

Clutches, Shafts, Propellers, Glands and other accessories.

Distributors for:

STROMBOS SIGNALS
SUTTON PUMPS
PYRENE EXTINGUISHERS
and a Complete Line of MARINE HARDWARE and EQUIPMENT



DESCRIPTIVE FOLDER ON REQUEST

DON'T MISS OUR DISPLAY—BOOTH 134-135
NEW YORK MOTOR BOAT SHOW

SHIPFITTINGS INC.

29 OLD SLIP New York 5 N.Y. Bowling Green 9-0991

This river is fairly wide and deep so about all we had to do was stay in it.

At 1418 we passed through the A. N. Railroad bridge, and shortly thereafter were approaching Apalachicola. As one approaches Apalachicola from the river a long shoal hangs down between the river and the harbor front. Dropping well below this shoal, we turned back upstream close to the docks and eventually tied up at the Gulf gas dock near the upper end of town, at 1450. We had been underway 6 hours, 30 minutes, while covering 52 nautical or 59.9 statute miles.

The harbor was full of fish boats in out of the storm, and we inspected one which had nearly sunk after a collision with its own skiff in the high seas. After gassing up we received permission to remain at one end of the dock for the night, and set out to inspect the town. Apalachicola has a population of about 3,000 and had recently lost its one main plant, so by the time next year's yachtsmen come along it might not have that population. It can probably best be described as a fishing village, since that now is the main industry. There are a few stores scattered about but one should not expect to find much except groceries and small stores. The harbor is not very well protected from south to southeast winds, or from winds blowing from the northwest down the river. However, about sunset the wind went down so we spent an easy night at the dock. There was little here to hold us, so we planned to go on the next day with Carrabelle our next stop.

Apalachicola to Carrabelle

AT 0639, 25 January, the barometer read 30.24, the temperature 32 degrees and it was clear, sunny and calm. It would be only a 26-mile run to Carrabelle so there was no hurry about getting started. At 0932, after the Mate had made a trip up to the Post Office, we got underway from the Gulf gas dock and headed down the river.

We passed under the John Gorrie Memorial Bridge at 0940 and immediately entered the dredged cut which leads out into Apalachicola Bay. We understand John Gorrie, a native of the vicinity, is the man who developed electric refrigeration. If so, he deserves a memorial even as large as this 4-mile bridge. Thanks, John.

(*Continued on page 272*)

SEA STAR

NO FLAME...
NO CHEMICALS...
NO MECHANISM...

IT'S SO SIMPLE TO OPERATE!
ANY CHILD CAN DO IT—
AND WITHOUT DANGER!

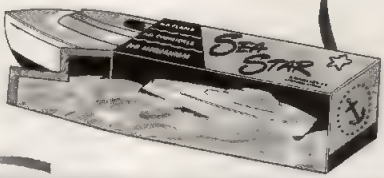
At last, a boat whose principle of operation is harmless . . . . uses no tablets, powders or other mixtures; no candles or flames; there's no complicated mechanism to get out of order. In short, here is a foolproof toy boat for which you and your customers have been waiting. Of durable plastic, in several sea-going color combinations, Sea Star is new and different! Parents will applaud its safety—and the small-fry will be enchanted as it cruises the bathtub or is beached in its own dry-dock. Sail along with Sea Star's popularity; it's charting a course to the top of the best seller list.

SAFE!

STURDY!

FASCINATING!

Unique four-color carton becomes a dry-dock when opened. A stand with each boat makes it ideal for display and has added play-value.



CHICAGO TOY CO.

A division of
Chicago Musical Instrument Co.
30 East Adams Street, Chicago, Ill.

America's Finest

SEA WULF

Sea Skiffs

Custom Built, Open and Enclosed Models, 16 Feet to 36 Feet

Because of the increasing demand for Sea Wulf Sea Skiffs and the large number of orders on hand, they will not be on display at the New York Motor Boat Show this year.

Sea Wulf Model 202—a twenty-eight foot high speed tuna fisherman.

Sea Wulf Model 203—a thirty-six foot streamlined cruiser. Exceptionally fast and seaworthy.

Sea Wulf Model 204—an all-around twenty-eight foot sport fisherman weekender

A few additional orders for 1947 delivery can be accepted. Write, wire or telephone now for further information.

★

A few choice dealer territories are available.

RED BANK MARINE WORKS

DESIGNERS SEA WULF BUILDERS

RED BANK, NEW JERSEY

☆ ONE OF AMERICA'S FINEST ☆

THE FOSTER TWO-CABIN CRUISER

$7950.00

SEE THIS BOAT AT THE DETROIT AND CHICAGO BOAT SHOWS

FOSTER BOAT COMPANY, CHARLEVOIX—The Beautiful—MICHIGAN

Onan
ELECTRIC PLANTS
ELECTRICITY
for MARINE USE
For Pleasure and Commercial Craft
Onan Marine Electric Plants meet the increasing demand for electricity aboard—supplying power for lights, ship-to-shore radio, blowers, bilge-pumps and other uses.
Specially designed for marine use . . . completely Onan-built, single unit construction, compact and dependable
ALTERNATING CURRENT MODELS—350 to 3000 watts, 115 and 230 volts
DIRECT-CURRENT, BATTERY-CHARGING MODELS—400 to 3500 watts; 6, 12, 24, 32 volts
DIRECT CURRENT, DIRECT SERVICE MODELS—600 to 3500 watts, 115 volts
DUAL PURPOSE, A. C-D. C. MODELS—3000 watts total capacity; up to maximum of 750 watts, 32 volt D. C., balance 115 volt A. C.
Also 350 to 35,000 watt capacities A.C. and D.C. for homes, factories, stand-by use.
Write for Detailed Literature
ONAN FEATURES
Bronze, gear-driven water pump
Stainless steel pump shaft
Thermostatic temperature control
4-pole generator
Conservatively rated
Constant voltage
Remote or automatic electric starting
Water or air cooled models
D. W. ONAN & SONS
3426 Royalston Ave., Minneapolis 5, Minn.
D. W. ONAN & SONS

NATIONWIDE MARINA FORUM

A NATIONWIDE conference, embracing all phases of planning, construction and maintenance for marinas, boat basins, docks, harbor improvements, waterfront development and marine service facilities, will be held on Wednesday, January 15, during the National Motor Boat Show. Representatives of federal and state agencies, waterfront municipalities, privately owned marina enterprises and oil companies specializing in service to recreational boat owners, will gather for morning and afternoon sessions, according to Ira Hand.

"Early interest already indicates that every section of the country will be represented at this first National Marina Forum, as well as Canada, England, and possibly some of the Latin American countries," said Mr. Hand. "With the rapid increase of boating activity throughout the land, the need for such a forum, wherein views and ideas may be exchanged, becomes readily apparent.

"Basically, the forum will be divided into four general sessions, with the following major topics for discussion: Federal and state improvement projects, municipal harbor and waterfront developments, privately owned and operated marinas, and waterfront fueling and service stations."

The Marina Forum, first attempt to gather together outstanding authorities from all sections of the country for a general conference, is arousing considerable interest and enthusiasm, according to Mr. Hand. The meeting will be held at the Shelton Hotel, adjacent to Grand Central Palace, where the National Motor Boat Show will hold forth.

NORTHILL EXHIBIT

THE Northill Company, Inc., manufacturers of the Northill Light Weight Anchor, have an exhibit in the 37th Annual National Motor Boat Show currently being held at Grand Central Palace, New York.

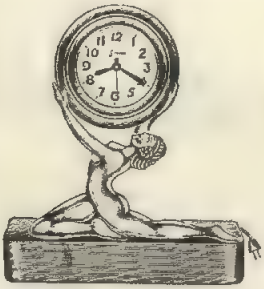
The exhibit consists of the complete line of Northill Anchors including the Northill Cast Steel Utility Anchors, Northill Stainless Steel and Galvanized Folding Anchors, and the new Northill 6-pound Sportsman Anchors.

Location of the exhibit is on the 3rd floor, booth 132.

New Styles In Electric Clocks

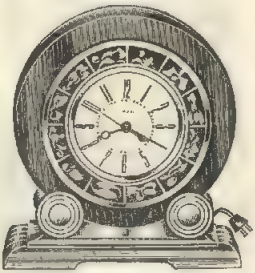
The Mignon

Simple, elegant lines for tastefully decorated rooms. Height, 9 inches. Width, 8½ inches.
42W1230
Each..... $10.00



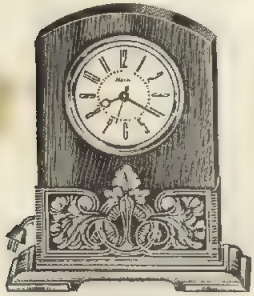
The Golden Girl

Godiva-like beauty in gracefully flowing lines. Height, 13¾ inches. Width, 11¼ inches.
42W1233
Each..... $10.05



The Constellation

Zodiac sign decorations in unique pattern. Height, 9⅜ inches. Width, 8⅝ inches.
42W1231
Each..... $11.35



The Criterion

Leaf designed base for richness in appearance. Height, 11 inches. Width, 9¼ inches.
42W1329
Each..... $11.35

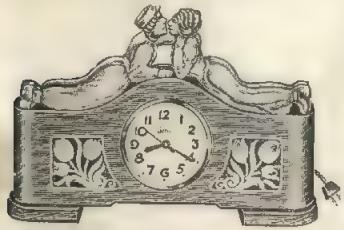
Sessions
ELECTRIC CLOCKS

- *Self Starting Sessions Movements*
- *Hand Rubbed Rare Wood Cases*
- *Gold Plated Metal Trimmings*

Beautifully fashioned electric clocks made by Master Crafters for the discerning buyer who wants the best possible timepiece to set off valuable furniture and interior decorations. Your customers will clamor for these clocks when they see that the Sessions self starting movements are back on the market after a lengthy war-time absence. Artistically designed cases are carved from rare grain woods, hand rubbed and polished to bring out all of the natural richness and color. All metal trimming and bases are 24K gold plated and elegantly shaped. Face and hands are protected by strong crystal clear glass that allows no dirt or dust to enter the case. Figures and designs are cut by artisans who make them as true to life as is humanly possible. A complete assortment of the Sessions Electric clocks makes an attractive display. Order today. Complete with cord and plug.

The Pals

Appealing lifelike figure of a boy and his dog. Height, 11 inches. Width, 9¼ inches.
42W1237
Each..... $9.45

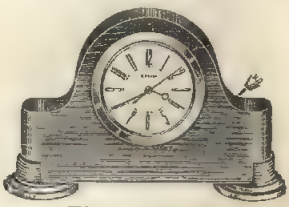


The Tulip Time

Dutch boy and girl love during tulip time. Height, 11 inches. Width, 14½ inches.
42W1338
Each..... $10.95

The Eagle

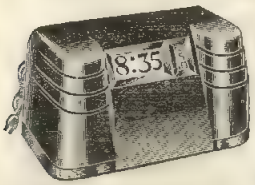
Stately 'Old Baldy' with wide spread wings. Height, 10⅝ inches. Width, 14⅛ inches.
42W1234
Each..... $8.65



The Clair de Lune

Flowing lines featuring simplicity of design. Height, 8 inches. Width, 6¼ inches.
42W1232
Each..... $10.0

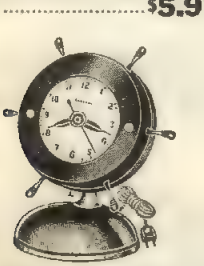
Electric CLOCKS



No. 2251—Namechron Numeral Clock. Entirely made of plastic in assorted Walnut, Ivory or Black Has modernistically designed case with attractive paneled pattern. Time panel has easily read large black numerals on white background with continually rotating second wheel. Has precision constructed self starting electric mechanism. Complete with approved cord and plug. Length, 7¾ inches, height 4 inches; depth, 4 inches.
Each **$5.97**

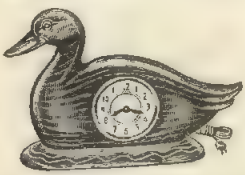
No. 42W1234—The Starlet Numeral Clock. Same as above but in smaller boudoir style. Supplied in assorted complementary boudoir colors.
Each **$5.37**

No. 42W1222—Rockwell Kitchen Clock. A new beautifully styled clock that is ideal for the kitchen. Richly designed in matchless proportions. Perfectly round in shape, outside of case is made of metal with a bright smooth red enamel finish. Equipped with a guaranteed precision self-starting synchronous movement for dependability. A handsome decorative timepiece having cream colored dial with large easy-to-read black numerals. Has metal ring around dial sparklingly nickel plated and polished to a mirror-like finish. Hands are black and has long gold-tone second hand. Diameter, 9 inches. Complete with approved cord and plug. Each in carton
Each **$5.97**

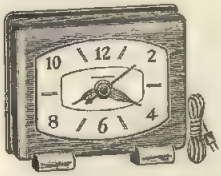


No. 2268—Electric Marine Clock. This set starting electric clock is fashioned in the shape of a ship's wheel. The white frame is mounted on a gold tone metal base with felt-covered bottom Also in gold tone are the wheel spokes, hour, minute and second hands Protected by an unbreakable transparent cover, the dial face is marked with easy-to-read numerals. Guaranteed for one year. Complete with white rubber-covered cord and plastic plug Height, 10 inches; width, 9 inches; diameter of base 6 inches.
Each **$9.50**

No. 2250—Electric Propellor Clock. A beautifully styled clock that is ideal for home, office, library or den. Richly designed in graceful proportions, it is a magnificent rendition of an airplane propellor expertly hand carved of select grained gumwood and hand rubbed to a creamy luster Equipped with a guaranteed precision Lanshire synchonous movement for dependability, this handsome clock has a silver finished metallic dial face with streamlined black numerals and convex glass lens. Height, 6¼ inches; width, 18 inches.
Each **$7.17**



No. 2251—Hand Carved Electric Clock. This decorative timepiece is hand carved in the shape of a floating duck and set on a felt lined base. The dark, selected hardwood, expertly rubbed to a velvety sheen, is enhanced by a gold-and-white face with black hands and numerals. Equipped with a precision Lanshire movement and guaranteed for one year. Complete with approved rubber-covered cord and plug. Height, 8½ inches; overall length, 12 inches; width 3¾ inches.
Each **$10.10**

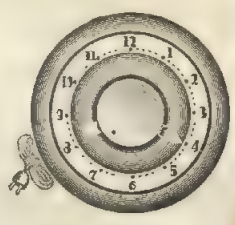


No. 42W1220—"Librarian" Desk Clock. Made of finest quality metal with an attractive wood grain effect pattern Equipped with guaranteed precision and factory tested synchronous self-starting movement for dependability. Has cream colored dial with the most modernly designed black numerals and unbreakable lens. Hour, minute and second hands are of metal with beautiful shiny gold-tone finish. Clock case rests on two legs of gold-tone finished metal Height, 8 inches; width, 9½ inches. Complete with approved cord and plug. Each in carton.
Each **$6.97**

No. 42W1223—"Guardian" Desk Clock. Similar to above but has round dial with Roman numerals.
Each **$6.97**

No. 2263—Namechron Kitchen Numeral Clock. The kitchen clock that does wonders to dress up the essential room of a home. Modernistically styled to appeal to all, it is made of durable plastic and comes in red, green or ivory Has smartly styled case with modern grooved design "Time at a glance" panel can be read from any angle and has large black numerals on white background with continually rotating second wheel Has reliable precision constructed self starting mechanism Can easily be attached to wall. Complete with approved cord and plug. Length, 8½ inches; height, 4¼ inches; depth, 4 inches
Each **$5.37**

No. 2264—Electric Kitchen Clock. Attractively designed, this latest model kitchen wall clock has a quality aluminum case with gleaming white enamel finish, a large white dial face, easy to-read black numerals, black hour hands and gold-tone second hand. Features a precision self-starting mechanism, unbreakable acetate plastic dial covering and convenient setting knob on bottom. Complete with approved white rubber-covered cord and plastic plug Size, 9 x 9 x 2½ inches. Each in carton
Each **$6.50**



No. 2262—American Electric Kitchen Clock. A modernistically designed electric kitchen clock. Spherical dial is of quality metal with white enamel finish and contrasting red numerals Has round second dial and arrow-tip hands completely covered with glass. Rest of casing is sturdy bakelite having a mahogany finish. Mechanism is of precision construction and has been thoroughly tested Clock operates on 60 cycle, 110-volt AC current only Supplied complete with approved cord and plug.
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The "Evinrude" powered Silver Skipper is *your* natural display builder — at $4.95 and using only one half square foot of show space, dealers everywhere find that this quick seller is a small space big profit item. Attractive counter cards can be had by writing Reeves Products. For large scale displays colorful all aluminum display tanks are also available at cost.

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QUALITY METAL TOY

Order from Fred Cramer, Mfr.
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For details see page 57 of July Toys & Novelties or write.

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For Over 30 Years

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Real Skin

Fully molded body—Real leather saddle and harness—Strong polished metal rocker or swing.

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Large Colorful Soft Stuffed Dolls

No. 112D422—Baby Doll. A pert baby doll, the one that naturally becomes the childhood favorite of little girls. Her cute hand-painted face with huge bright blue eyes, turned up little nose, and impish grin is molded of natural tinted unbreakable composition. Cuddly soft stuffed body with movable arms is all dressed up in light green rayon satin dress decorated with pink ruffles. Matching rayon satin ribbons adorn her wrists and perky bow is attached to red lock of composition hair. This little queen is even wearing red plastic panties. She's irresistible to all! Stands 21 inches high.
Each **$4.50**

No. 4146—Lady of Paris Doll. Attired in soft shiny rayon satin with skirt created into an exquisite lace-effect pattern. Has beautiful naturally tinted face framed beneath shining golden rayon mohair locks. Also included is a matching bonnet trimmed with white lace-effect brim. Doll comes in assorted attractive colors. Length, 25 inches. Each in box.
Each **$4.65** Per dozen **$54.00**

No. 4144—Duchess of Devonshire Doll. Stunningly dressed in wide flowing rayon satin gown with puffed sleeves, fitted bodice and wide ruffled hem. Trimmed with contrasting wide tulle and applique embroidery. Also has matching bonnet. Features soft silky realistic rayon hair and naturally tinted head, arms and legs. Length, 27 inches. Each in box.
Each **$4.35** Per dozen **$51.00**

No. 4139—Belle of Brooklyn Doll. Alluringly dressed in a gown of gorgeous rayon satin with fitted bodice and full skirt. Skirt is trimmed with a hem of lace-effect material and a beautiful decorative trim of a colorful embroidered floral design. Bodice has puffed sleeves and has collar of lace-effect material. Also has matching bonnet with floral and lace-effect trim. Face, head, arms and legs are of natural tinted composition. Coiffure of shiny rayon mohair framed beneath the dainty bonnet. Length, 25 inches. Each in box.
Each **$3.35** Per dozen **$39.00**

No. 112D421—Jitterbug Doll. Right in step with the times is this 33-inch long jitterbug doll. She's really a slick chick, dressed in a bright red rayon brush sweater and matching bobby socks. Her curly brown rayon mohair hair is tied back with a bright blue ribbon and a sharp blue and white checked cotton kerchief that matches her neat pair of slacks. Entire soft stuffed body is covered with flesh colored rayon knit, and her naturalistically tinted face is attractively painted in delicate features. Just the doll for every girl's room, no matter what age. She's cute, she's charming, and well-made.
Each **$4.00**

Drum Major

No. 112D454—Drum Major Doll. All dressed up, carrying his baton and ready for a parade this haughty drum major makes a stunning doll that all will want to own. His soft shiny rayon plush uniform with the bright red top and royal blue pants is set off with snappy white gloves and white belt with shiny metal buckle. Collar and epaulettes are made of gayly colored red, yellow and blue braid, and large rayon plush hat with simulated leather strap and leatherette shoes are in black. Soft stuffed body throughout with hand painted features on unbreakable pressed fabric face. Height, 29½ inches.
Each **$3.60**

Clown Doll

No. 112D456—Clown Doll. As gayly dressed as a clown himself, this cheerful 40-inch doll is a bright addition to any bedroom and a favorite plaything of all children. Soft stuffed body is attractively arrayed in shiny glazed yellow and red chintz clown suit with big blue buttons and plastic bound ruffles around wrists and ankles. The pointed hat matches suit, and crisp white organdy ruffled collar is decorated with red polka dots. Humorous red and black features are hand painted on durable pressed fabric face.
Each **$2.90**

Santa Claus

No. 112D457—Santa Claus Doll. The doll that every child wants to find under the Christmas tree. Attired just like Santa Claus, complete with snowy white moustache and beard made of rayon mohair, this 28-inch doll is a favorite everywhere. Red cotton outfit with shiny black belt and white plush trimming, glazed chintz black boots and red floppy stocking cap gives charming appearance. Pressed fabric face painted with white eyebrows, laughing eyes, and red nose and cheeks further carries out the identity. Soft stuffed body sturdily made for endless play.
Each **$3.75**

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CAST METAL TOYS

A two-seated, two-horse surrey with fringe on top. All cast metal except cotton top and fringe. Brown horses, blue and yellow surrey, yellow fringe and blue top. Length, 11½". Height, 4½". Width, 3¼". Copper chains simulate tugs. Man driver and woman passenger—removable. Horses and tongue can be removed from surrey. Hole in front end of tongue provides for pull cord. Individual cartons, 12 to shipping case. Weight, 30 lbs.

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Stanley cast metal toys were in the forefront of nation-wide best sellers during 1946, and no wonder! Far more than just toys—they are actually authentic scale reproductions that fascinate young and old by their lifelike realism, superb finish and detail.

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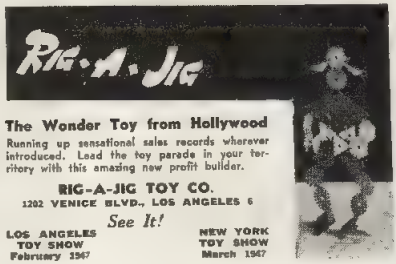

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Running up sensational sales records wherever introduced. Lead the toy parade in your territory with this amazing new profit builder.

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See It!
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NEW FILM SETS...A NEW COUNTER DISPLAY HELP YOU SELL THIS AMAZING TOY ITEM!

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Shipped inflated and laced and provided with extra inflating needle. $9.25 per doz.

SPECIAL
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$1.44 Gross

No. 300—BASKETBALL

Official size, double lined pebble-grain leatherette. Shipped inflated and laced Has extra inflating needle. Guaranteed rubber bladder. $21.80 per doz.

.25 JUNIOR

Repeating cap pistol—roll caps fed from magazine in grip. Packed 6 doz. to the case. $3.60 per doz.

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We can ship these best sellers in all quantities at the right price.

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Easy loading 50-shot repeating cap pistol. Two-color embossed tenite grips. Packed 6 doz. to case. $5.40 per doz.

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Western style. Medium length barrel. Friction catch permits breaking gun for loading. Imitation pearl handle Individually packed, 6 doz. to case. $6.00 per doz.

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Western type, long shiny barrel and imitation pearl handle Spring catch on right side permits breaking gun open for loading. Individually packed, 3 doz. to case. $7.20 per doz.

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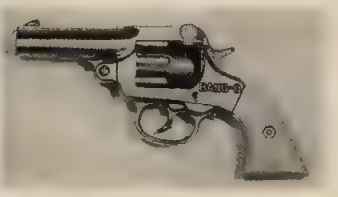

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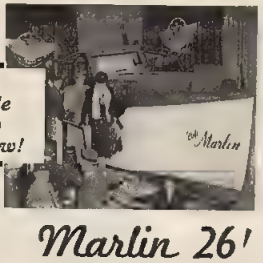

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INCLUSIVE OF FEDERAL EXCISE TAX

Light - Compact - Rugged

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Extremely Sensitive

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CHECK THESE ADVANCED FEATURES!

- RANGE 540 to 1700 KC and 2100 to 6000 KC
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- Uses 3 Eveready "412 or 462 or equivalent and 2 regular flashlight batteries. Battery drain extremely low. Lamps 10¢.
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- Size 11½" long — 7" high — 8½" deep.
- Also available in 6-, 12- and 32-volt models.

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PURO CHEMICALS, INC.

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The truth is it didn't take any selling at all, and accordingly on Sunday, February 23, St. John's parishioners welcomed members of Bayside Squadron to their church where an all-squadron choir lifted their voices in thanksgiving. District Commander J. P. H. DeWindt read the Scriptures and Dr. Benjamin devoted his sermon to the Squadron's servicemen.

March Is Month of Meetings and Merit Marks

DISTRICT meetings in the USPS are mandatory once a year. Usually these localized gatherings of officers, committeemen, instructors and delegates are held during the Spring, sometimes in the Autumn, and once in a while as in 1946, special business makes both meetings necessary.

This year most of the 16 districts of the USPS are scheduling their meetings in March and April. Specific dates signed up as this report went to press include:

March 1	District 6 at Utica, N. Y.
March 6	District 13 at Los Angeles, Cal.
March 15	District 1 at New Haven, Conn.
March 15	District 7 at Pittsburgh, Pa.
March 15	District 16 at Tacoma, Wash.
March 29	District 5 at Baltimore, Md.
April 14	District 2 at New York, N. Y.

The meetings this year are of unusual importance to the districts because, under the new administrative plan described above each district must elect and set up its own officers at these meetings.

Another event of moment in March is the publishing of Merit Mark awards for the year 1946. These symbols of recognition for personal service to the squadrons appear annually in the March issue of *The Ensign*, Official Publication of the USPS. The list of awards is scrutinized with some curiosity by the entire 13,500 members. But members who feel they have earned the right to wear one of the little gold bars which is the Merit Mark show a lively interest for the awards denote the really active workers in the organization.

While the 1946 awards will number over 2,000, this is considerably less than the war years when Merit Marks were awarded for service to the USN or USA as well as the USPS.

USPS Celebrates 33rd Birthday

FEBRUARY 2, 1914 was the date when an ardent handful of yachtsmen got together and launched the U. S. Power Squadrons on its career of service to America's boating public.

By official decree the day has become known throughout the squadrons as "Founders Day" and for the past two years special efforts have been made to observe the day with fitting ceremonies.

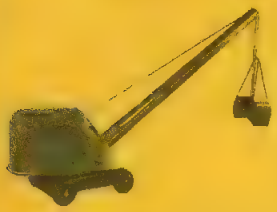
One of the most special events this year was the national Founders Day Rendezvous at Hollywood, Florida. Squadronites came from all over the nation to attend this three-day get-together. Chief Commander Charles F. Chapman, three Past Chief Commanders, and other ranking officers were on hand to do honor to the founding fathers. Members from the local Miami, Palm Beach and Fort Lauderdale units, aided and abetted by vacationing skippers from the USPS Southward Ho! fleet, supplied the boats for several water-borne events.

While all this was going on in the salubrious south, winter-bound squadrons in the north and west were staging appropriate Saturday night dinner dances to celebrate the 33rd Anniversary in their own inimitable manner.

WALTER R. JUETTNER

CRANE AND CLAM

Streater



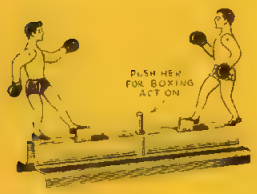
All metal. Baked enamel finish. Picks up any article. Simply operated Cab rotaes on undercarriage. Overall size 31 inches long, 7½ inches high, 5 inches wide. Completely assembled.

Weight each, 3 pounds.
Individually boxed.
4 to shipping carton.

9E150—Per doz... **$64.00**

Suggested retail price $3.95 each.

ACTION BOYS



Two cardboard fighters with jointed arms mounted on metal base which are put into action by pressing button between the two men. Gives a real boxing match action. Length 5 inches, height 4 inches.

Weight per shipping carton, 17¾ lbs.
3 gross in shipping carton.

1V050—Per dozen.... **$1.68**

. Suggested retail price $0.10 each.

SINGLE SHOT CAPS

Kilgore

Extra loud single shot caps for use in all single shot Toy Paper Cap Pistols.

Weight per shipping carton, 13 lbs.
1 gross in box.
(We do not break boxes)
5 gross in shipping carton.

6B75—Per gross..... **$6.00**

Suggested retail price $0.05 each.

COOKING AND BAKING SET

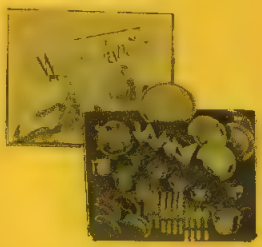
20 piece Aluminum Cooking and Baking Set consists of: Mold, Scoop, Pie Plate, Bread Pan. Muffin Pan, Sauce Pan, Cooky Sheet. Measuring Cup, 4 Cooky Cutters, Whistling Tea Kettle, 2 piece oval Roaster, 3 piece Double Boiler and 2 piece Covered Sauce Pan. Packed in box 9x9x3½ inches.

Weight per shipping carton, 12 lbs.
12 sets in shipping carton.

6K58—Doz. sets.... **$30.00**

Suggested retail price $1.98 each.

TEA SET



34 piece Aluminum Tea Set consists of: 4 plates, 4 saucers, 4 cups, 1 sugar, 1 creamer, 1 Whistling Tea Kettle, 1 tea pot with cover, 1 tray, 4 knives, 4 spoons, 4 forks, 4 paper napkins. Packed in box size 13½x17½x3½ inches.

Weight per shipping carton, 23 lbs.
12 sets in shipping carton.

6K27—Doz. sets.... **$32.00**

Suggested retail price $1.98 ecah.

DRIP COFFEE MAKER SET

35 piece aluminum drip Coffee Maker set consists of: 4 plates, 4 saucers, 4 cups, 1 sugar, 1 creamer, 1—4-pice Coffee Maker, 1 tray, 4 knives, 4 spoons, 4 forks, 4 paper napkins. Packed in box size 13½x-17½x3½ inches.

Weight per shipping carton, 22 lbs.
12 sets in shipping carton.

6K39—Doz. sets.. **$32.00**

Sugested retail price $1.98 each.

AIRACOBRA PLANE
Tootsietoy

Heavy gauge steel, 4½ inches long, 5-inch wing spread. Baked enamel finish with silver trim and black rubber tires.

Weight per shipping carton, 22 lbs.
1 dozen in box.
12 dozen in shipping carton

9V725—Per doz..... **$2.40**
Suggested retail price $0.15 each.

PLASTIC PLANES

Plastic Martin Mars Transport Plane. 5½ inches long, 6¾ inch wingspread. Red body with blue wheels and propellors.

Weight, per shipping carton 22 lbs.
Individually boxed
1 gross in shipping carton.

6N15—Per dozen..... **$5.60**
Suggested retail price $0.35 each.

PLASTIC PLANES

Plastic DC-4 Transport Plane. 5¾ inches long, 7 inch wing spread. Red body with white wheels and propellor.

Weight, per shipping carton 22 lbs.
Individually boxed
1 dozen in shipping carton.

6NDC4—Per dozen.. **$5.60**
Suggested retail price $0.35 each.

PLASTIC HELICOPTER

Plastic Helicopter 5 inches long. Red body with white wheels and propeller.

Weight, per shipping carton 5 lbs.
Individually boxed.
3 dozen in shipping carton.

ZHC1—Per dozen.... **$6.00**
Suggested retail price $0.25 each.

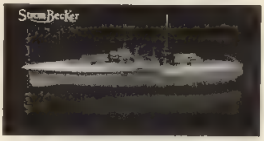
WOOD ASSEMBLY KITS
SUBMARINE NAUTILUS
Strombecker

An indispensable weapon in the U. S. Navy for first line of National Defense. Scale $\frac{1}{72}$"—1'. Dimensions when assembled: Length 11⅜ inches; width 1 inch; height 2 inches. Size of box 12⅜x3⅛x1⅜ inches.

Weight per dozen, 3 pounds.
Open Stock.

4GC15—Per dozen .. **$4.80**
Suggested retail price $0.29 each.

BATTLESHIP CALIFORNIA



One of Uncle Sam's mightiest dreadnaughts. Scale $\frac{1}{72}$"—1'. Dimensions when assembled: Length 10⅞ inches; height 3⅝ inches Size of box 12⅜x3⅛x1⅜ inches.

Weight per dozen, 5 lbs.
Open stock.

4GC16—Per dozen.. **$6.30**
Suggested retail price $0.39 each.

WOOD ASSEMBLY KITS
DESTROYER WARRINGTON
Strombecker

An important warship for protecting battleships, aircraft carriers, etc., against the enemy fleet. Scale $\frac{1}{72}$"—1'. Dimensions when assembled: Length 11 inches; width 1⅛ inches; height 3¼ inches Size of box 12⅜x3⅛x1⅜ inches.

Weight per dozen, 3 pounds.
Open Stock.

4GC14—Per dozen .. **$6.30**
Suggested retail price $0.39 each.

AIRCRAFT CARRIER YORKTOWN

One of the newest and largest carriers in use by the U.S. Navy. Scale $\frac{1}{72}$"—1'. Dimensions when assembled: Length 12 inches; width 1⅛ inches. Height 3⅛ inches. Size of box 12⅜x3⅛x1⅜ inches.

Weight per dozen, 6 lbs.
Open Stock.

4GC13—Per dozen.... **$6.40**
Suggested retail price $0.39 each.

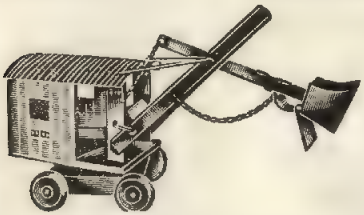
WOOD ASSEMBLY KIT
Strombecker
C11 CRUISER INDIANAPOLIS

Indianapolis carried President Roosevelt to Peace Conference at Buenos Aires. Scale .021 inch—1 inch. Dimensions when assemled: 12¼ inches long; 3½ inches high. Packed in box size 12⅜x3⅛x1⅜ inches.

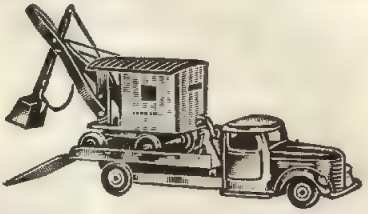
Weight, per shipping carton 23 lbs.
6 dozen in shipping carton.

4GC11—Per doz..... **$6.30**
Suggested retail price $0.39 each.

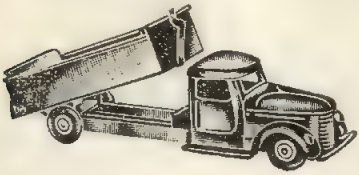
LARGE TOY TRUCKS and STEAM SHOVELS



No. 112F1659—Structo Steam Shovel. A mechanical toy with widespread sales appeal. Steam shovel not only accurate in detail according to construction, but resembles the actual machine in action too. Crank controls automatic unloading of shovel, and housing itself revolves. Sturdily built of steel for plenty of use, with Trojan grey rocklac finish. Popular jumbo size; 21 inches long, 6⅛ inches wide, 8¼ inches high.
Each **$1.75**



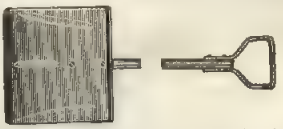
No. 112F1656—Structo Steel Truck and Steam Shovel. A new high in toy production—mechanical combination of truck and steam shovel that measures 32 inches long when in operation. Fascinating action makes it desired by all; truck has removable loading skid, crank and steel chain mechanism. Steam shovel automatically unloads and housing revolves, size 21 inches long. Size of truck, 22½ inches long, 6½ inches wide, 6¼ inches high. Both in Trojan grey rocklac finish on sturdy steel construction.
Each **$4.00**



No. 112F1658—Steel Dump Truck. One of the biggest hits of Structo Steel toys, a nationally known name that guarantees top quality construction. Packed full of action—box raises and unloads automatically; hood raises. Manufactured of high grade steel, the smoothly running toy lasts and lasts. Finished in exclusive Trojan grey rocklac color. Size, 21½ inches long, 6½ inches wide, 9½ inches high.
Per dozen **$2.25**

No. 112F1660—Heavy Duty Dump Truck. An everpopular favorite with the kids, but this one beats 'em all. Brilliantly colored with red bed, yellow cab, and green chassis. Durably constructed with rubber wheels, strong bed lift, hinged end gate. Super size that makes it be king of every toy car collection. Length 27¾ inches. Bed size, 8⅝ inches wide, 17¼ inches long at side.
Each **$2.85**

No. 112F1657—Aerial Steel Fire Truck. Lots of action! Lots of flash! The always popular fire engine with modern design, improved mechanism, superior construction. A deluxe model, 31 inches long, supplied with three 18 inch extension ladders. Well built of durable steel, with automatic coupling mechanism, hood that raises, and large bell. Brightly painted in red with yellow ladders.
Each **$3.00**



No. 112M2493—Toy Snow Shovel. A bright shiny toy that makes snow shoveling for the youngster loads of fun. Gay red metal handle and scoop securely joined by green wood rod. Durably made of heavy gauge steel, shovel will last many seasons. Always a favorite with children, never fails to make a sale. Size; scoop, 8½ inches x 10 inches, overall length 31½ inches.
Per dozen **$6.50**

No. 112M2492—Toy Snow Shovel. Manufactured on a smaller scale, it is a big hit with little children. Size, scoop, 7⅜ inches x 8¼ inches; overall length, 26 inches.
Per dozen **$4.65**

• • • MODERN NEW STREAMLINED SLEDS • • •

Streamlined Steering Sled. High quality, well constructed sleds that meet the modern trend of times. Sled tops built of selected white ash lumber, runners of spring steel in concave design with heavy braces for extra speed and sturdiness. Decorated top with spar varnish finish.

No. 112W2025—Size, 48 inches long, 6½ inches high, 14½ inches wide.
Each **$4.00**

No. 112W2024—Size; 36 inches long, 6½ inches high, 13¾ inches wide.
Each **$2.65**

No. 112W2023—Size; 33 inches long, 6⅛ inches high, 12½ inches wide.
Each **$1.95**

No. 112W2027—Sky Plane Speedster Sled. The sled with eye appeal at a popular price. Well constructed with white ash lumber top, aluminized bumper bar, snow fender, and improved steering device. Spring steel concave runners with heavy brace produce extra speed and durability. Decorated in black, red, yellow with spar varnish finish. Size, 51 inches long, 7½ inches high, 15 inches wide.
Each **$7.00**

No. 112W2026—Sky Plane Speedster Sled. Built for service with a lot of action. Same construction as above. Size: 47 inches long, 7½ inches high, 15½ inches wide.
Each **$5.75**

MECHANICAL TOYS FOR GIRLS and BOYS

No. 112P1645—Mechanical Windup Trailer Truck. Runs 25 feet on one winding! Special mechanical truck that is in great demand. Substantial metal construction takes any amount of wear and tear; and all-rolled edges eliminates danger of sharp edges. Added appeal is found in the dump body and plastic wheels with metal axles. Lithographed in 5 brilliant colors. Length, 11½ inches. Individually packed.

Each ... **75¢** Per dozen .. **$8.00**

No. 112P1644 — Mechanical Semi-Trailer. Same as above in Semi-Trailer model.

Each .... **75¢** Per dozen .. **$8.00**

No. 112P1612—Silver Eagle Mechanical Airplane. Packed full of the necessary appeal for quick profitable sales; designed to meet the great pent-up demand for thrilling action toys. Sturdily built of gleaming heavy gauge aluminum with slick graceful lines. Powered by a strong spring motor, it rides smoothly on large easy moving wheels. Wing spread 13 inches; cabin length, 10 inches.

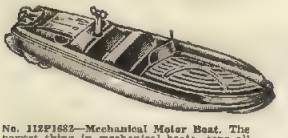
Each .... **75¢** Per dozen ... **$8.00**

No. 112P1684—Mechanical Super Racer. Sleek 3-color combination on durable plastic. Expertly made to resemble an actual super racer, even to the finishing touches on the driver. Size, 12¾ inches long, 4½ inches wide. Packed in bright lithographed box.

Each .. **$1.10** Per dozen **$12.00**

No. 112P1683—Mechanical Midget Racer. Same as above in smaller 3-color model. Size, 8½ x 3¾ inches.

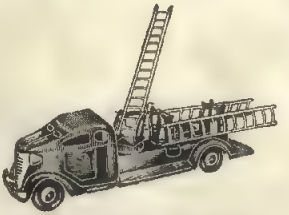
Each .... **75¢** Per dozen .. **$8.00**



No. 112P1682—Mechanical Motor Boat. The newest thing in mechanical boats—tops all others in beauty, durability, speed. Steel, clock-like motor assures remarkable long run. Real rudder is adjustable for steering boat. Well made of durable plastic with transparent windshield and simulated steering wheel. Beautifully finished in nautical red and white, and packed in a lithographed box. Length 13 inches.

Each **$1.10**

Per dozen **$12.00**



No. 112P1681—Hook and Ladder Truck. A fire wagon with plenty of play value for the little fireman. Built to last, modern in design, an extremely fast selling item. The 25 inch truck holds three aluminum ladders: an aerial ladder which lifts and turns on swivel and 2 extension ladders. Finished in bright red it is a convincing duplicate of an actual hook and ladder truck. Individually packed.

Each **$2.10**

No. 112P1685—Roller Tot. Just the thing for the tiny tot. This brightly colored roller-tot is the safe, pleasant toy mothers have requested. Red and blue enameled stick, holder, and wheels with bright yellow spokes and multi-colored hoops attract every child. Easy to push, convenient height, the charming click-clack of the shifting hoops puts this toy high on the list of favorites.

Each . **90¢** Per dozen . **$10.00**

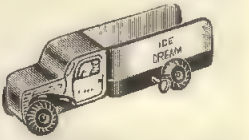
No. 112M2519 — High Striker. A new and novel bell toy that will really ring in the sales. Its different and captivating. When wooden lever is hit hard enough, it sends the wood bead up the narrow metal guide and rings shiny bell at top. For lesser efforts, the bead indicates other scores on scale—doctor, lawyer, Indian, chief, etc. An eyecatching item in bright red, yellow, and blue, complete with a red and blue wood mallet. Stands 18 inches high.

Each ..... **75¢**

Per dozen **$8.25**

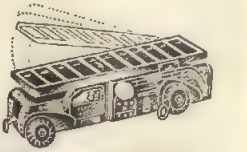
No. 112P1641 — Mechanical Road Roller. Action! Sound! A striking mechanical toy in 4 brilliant colors that captures every child's heart. Strong, fool proof windup mechanism that runs 25 feet on one winding. Durably constructed of metal with rolled edges, plastic wheels, and metal axles. Length, 8¾ inches; height, 3¼ inches. Shipped completely assembled.

Each .... **45¢** Per dozen .. **$5.00**



No. 112P1642—Mechanical Windup Truck Assortment. Each of the four trucks in assortment a big favorite with children and a widely requested item. Group includes fire patrol, ice cream, moving and express trucks—miniature replicas of the real thing. Features new mechanical device that runs for 25 feet on one winding. Lithographed in 4 colors, with strong metal bodies and rolled edges. Packed individually. Size: 9 inches long, 3 inches high.

Each .... **60¢** Per dozen .. **$6.60**



No. 112P1643—Mechanical Ladder Truck. A fascinating toy with loads of action. Ladder rises when truck strikes object. Runs 25 feet on one winding. Durable metal construction with rolled edges. Size, length 9 inches; height 3⅝ inches. Packed individually.

Each ... **75¢** Per dozen .. **$8.00**

No. 112P1646—Mechanical Dump Truck. As big a seller and as well constructed as above. Body dumps when truck strikes object. Size, 7½ inches long; 3¾ inches high.

Each .... **45¢** Per dozen .. **$5.00**

No. 112P1631—Streamliner Block Wagon. A really superior block wagon. Excels in educational sales features and high quality construction. Blocks are carefully stenciled with alphabet, birds, animals; counting beads in gay colors provide additional value. Made unusually sturdy—carries a load of 50 pounds. Adorned with bright red enamel, clear finished wheels, and braided plastic pull cord. Contains 32 square cut blocks. Length 14¼ inches, width 9 inches, height 3¾ inches.

Each . **$1.80** Per dozen **$21.00**

Cute Cuddle Dolls

No. 4112—Miss Lee Snow Suit Doll. Just as sweet as she can be, all dressed up in her little winter-weight fluff blue snow suit. Dressed from head to foot in miniature conception of a real snow suit with matching white trimmed bonnet. Has bright rayon satin neck bow. Head and arms are naturally tinted composition This doll cries just like a real baby and has cute angelic baby doll expression. Height, 20 inches. Each in box.
Each **$2.10**

No. 4118—Miss Lee Sno Suit Doll. Same as above but smaller in size. Height, 18 inches.
Each **$1.75**

No. 4117—Miss Lee Sno Suit Doll Same as above but smaller in size. Height, 17 inches.
Each **$1.40**

No. 4127—Miss Rita Snow Suit Doll. A remarkably handsome doll that is exceptionally appealing Attractively dressed in beautiful red winter-weather-weight snow suit with matching hood. Features natural tinted composition arms and head—in angelic baby doll expression. Also has soft stuffed body that is very pliable permitting free movement of arms and legs. Height, 18 inches
Each in box. **$1.60**
Each **$1.60**
Per dozen **$18.00**

Bye Lo Doll

No. 112D424—Bye-Lo Baby Doll. The almost human doll—it looks and is dressed just like a real newly born baby. Wrapped up warmly in a snowy white soft woolen blanket with light blue rayon satin edge, the baby doll sleeps when carried, but opens its blue eyes when held up Realistically tinted hard composition head and arms is heightened by delicately painted hair and features Soft stuffed body and legs are dressed up underneath the blanket tied with large blue ribbon in white woolen jacket with pink trimming and diaper Height, 15 inches Sure to be a big hit everywhere
Each **$4.00**

No. 112D423—Bye-Lo Baby Doll. As realistically made as above but only 13 inches long Dressed in rayon satin jacket and covered with pink woolen blanket
Each **$3.10**

No. 112D408 — Su-Zee Doll. Everybody is raving about this new adorable doll Cute little Su-Zee whistles when her plump body is squeezed. Naturalistically tinted with painted hair and features, the feather-weight latex rubber construction is sanitary and unbreakable. No one can resist this impish baby doll with the shy grin and big blue eyes as she complacently stands clasping a bright red lollipop Really a fast seller with a widespread demand Height, 6½ inches
Each ..... **60¢**
Per dozen **$6.25**

No. 4183—Kewpie Doll A beautiful doll with the cutest most wise some expression you've ever seen Well made of natural flesh colored composition with all the features faithfully carried out. Dressed in the exact replica of a babies rompers in red and white, she has large flirty eyes with a curled top-knot of painted golden yellow hair Has half socks and dainty white leatherette shoes So attractive that it makes an instant hit Height, 13 inches.
Each ..... **85¢**
Per dozen **$9.60**

No. 4138 — Betty Jane Doll. She's so very prettily dressed in a delicate colorful organdie dress trimmed attractively with snowy white. Has matching bonnet with attractive rayon satin neck bow also trimmed with white She features natural looking composition head, arms and legs and a soft stuffed body. Also has most realistic looking silky rayon mohair hair that prettily frames her charming angelic face A charmingly different doll that is a real value Height, 17 inches
Each **$1.60**
Per dozen **$18.00**

No. 4123 — Betty Jane Doll. Same as doll above but has printed hair instead of mohair Height, 17 inches
Each **$1.10**
Per dozen **$12.00**

No. 4143 Betty Jane Doll. A remarkably beautiful doll that is pleasingly proportioned and excellently crafted. Equal in quality to dolls selling at double our modest price Has stunning little cotton and organdie dress with snug-fitting bonnet to match. Cute little shoes and stockings also match This is an all-composition doll—body, head, arms and legs—finished in a very natural looking shade. Both arms and legs move. As pretty as any picture, she stands just 14-inches high.
Each **$1.10**
Per dozen **$12.00**

Character Dolls

Truly lovable and much in demand. Children and women alike... love their authenticity—their detailed perfection—and the fine materials and workmanship that go into them. Each and every one with a dozen true to life, carefully executed details. They are so beautiful they display themselves. Beautifully molded of natural flesh-like composition with soft silky rayon mohair created into luxurious coiffures, they have movable arms, legs and heads. All have gorgeous miniature rayon satin renditions of the garbs of their various nationalities. Beautifully draped gowns — silken dresses — flowing skirts — elaborate headdresses—all designed to have the greatest appeal to the greatest number. The faithfulness with which these exquisite dolls are portrayed is truly magnificent. Height 14 inches.

No. 3745—Russian Girl
No. 3747—Italian Girl
No. 3749—Alsatian Girl
No. 3746—The Bridesmaid
No. 3748—Dutch Girl
No. 3750—French Girl
No. 3751—Spanish Girl

Each **$4.25**

No. 4180—Character Dolls. A new type of character doll, exquisitely and richly fashioned. Colorfully dressed in a beautifully draped skirt of olive-green rayon satin below an attractive blush-pink blouse with a superbly decorated border of red, green and blue. Pink felt hat sets daintily upon an exquisite coiffure of silky rayon mohair. Molded in life-like style with movable head, arms and legs. natural tinted faces, rayon satin undies. Truly a magnificent doll uniquely and authentically rendered. Height, 11 inches. Each in dainty box.
Each **$3.10**

No. 4178—Little Women Character Dolls. Same unique style as above but smaller in size. Height, 7 inches. Each in box
Each **$1.25**
Per dozen **$14.50**

No. 3752—The Bride. All the world loves a bride. With a dozen true to life, carefully executed details the "Bride" is the most popular doll style. She is truly lovable and much in demand. Flowing veil beautifully flowing white satin gown—an American Bride with all her breath-taking loveliness magnificently detailed—the symbol of a tradition that is locked in the hearts of millions of people. Expertly molded of natural flesh tinted composition, she has movable head, arms and legs. For additional uniqueness she has an attractively styled luxurious coiffure of silky rayon mohair. Height, 14 inches. Each in box.
Each **$4.25**

No. 4118—Bride Doll. Same style as above, but smaller in size. Height 11 inches. Each in box
Each **$3.10**

No. 4180—Bridal Dolls. No one could possibly resist this delightful bride doll, a lovely vision of breath-taking beauty completely dressed in traditional white, fulfilling the dreams of all. Her white satin dress is right in style with crinoline backed flowing gown decorated with lacy net border. A large dainty bow is attached to her waist and the long streamers add a graceful appearance. Of course she is wearing a frothy white veil fashioned of customary bridal net, trailing along the hem of her skirt. Skillfully molded she features movable arms, tinted face and flaxen mohair rayon hair. Height 8 inches. Each in attractive box
Each **$1.25**
Per dozen **$14.50**

No. 4071 — Fairyland Story Character Dolls. Dainty acetate rayon dresses for each doll—Cinderella, Red Riding Hood, Goldie Locks and Mary — representing those dearly beloved fairytale characters. Features are hand-painted. Has natural appearing mohair rayon hair, movable arms. Stands alone. Height, 8¼ inches. Each doll packed in artistic display box.
Each ..... **55¢**
Per dozen **$6.00**

No. 4186—Little Women Bridesmaid Doll. The perfect companion for the bride. A beauty in her beautifully draped peach color rayon satin gown with a dainty hem of white lace. She has a blush pink felt bodice tied with a lovely pink rayon satin ribbon and topped by an exquisite white lace collar. Her uniquely styled pink felt hat sits upon a luxuriously styled coiffure of silky rayon mohair. Expertly molded of natural flesh tinted composition and has movable arms. Height, 7 inches. Each in box.
Each ..... **$1.25** Per dozen **$14.50**

AMERICA'S MOST FAMOUS LINE OF EDUCATIONAL TOYS

*

HOLGATE TOYS

Train as well as Entertain

*

Recommended by pediatricians, educators and child psychologists as the line of toys which makes the most notable contribution to child development.

Recognized by America's foremost stores as the leading line of educational toys.

HOLGATE BROTHERS COMPANY, Kane, Pa.

Showrooms in

New York 10. ....200 Fifth Avenue

Chicago 54.... ....14-110 Merchandise Mart

San Francisco 3 (Erlach, Lee Co.)....718 Mission Street

STYLE 400

Sporting Goods

. . . of quality, manufactured to precision specifications for volume sales and greater profit to you.

STYLE 300

STYLE 400 Regulation Size
STYLE 300 Regulation Touch Size
STYLE 344 Junior Touch Size
Dupont's Fairfield fabric . . . waxed stitched . . . patented type valve bladder . . . shipped inflated, needle included

TRADE DISCOUNTS TO JOBBERS AND WHOLESALE DISTRIBUTORS

WRITE

Franklin
MANUFACTURING CO.
149 CRESCENT ST., BROCKTON, MASS.

NEW Bersted's Hobby-Craft PARTY BOX

An outstanding creation with unlimited sales appeal. Enables anyone to make distinctive party favors—art models for place cards—souvenirs that guests really treasure. Nearly every buyer helps sell many more.

$2.00 RETAIL

Wide appeal makes this a fast moving profit item for novelty shops, gift, toy, hobby, stationery and book stores. Call or write nearest representative today.

WALTER & ARTHUR KRENZIEN
209 So. State St. Chicago

BURGESS TOY SALES, INC.
70 Houston Street, N.E.
Atlanta, Georgia

AL MORITZ
1107 Broadway, N.Y.

Bersted's Hobby-Craft, Inc.
MONMOUTH, ILLINOIS

BIG-BANG

Available Again

SAFETY CELEBRATORS

Realistic
No Gunpowder
No Matches

BIG-BANG TANK

10¾" long. Olive drab finish. Black plastic wheels.

Boost Christmas Sales of

SOLDIER SETS and SAILOR SETS

By Displaying Them with BIG-BANG

You will have a QUICK-TURN-OVER on BIG-BANG because this merchandise has not been available in worth-while quantities since 1941. During these six years, many boys have become of BIG-BANG age and further, our advertisements now appearing the leading boys' magazines make it known that BIG-BANG Guns are available again.

THE CONESTOGA COMPANY BETHLEHEM, PENNA.

President

Headquarters for fast-selling JEWELRY, NOVELTIES and HAIR ORNAMENTS

From our complete line of jewelry for men, women and children, we offer these novelty items for the juvenile trade.

KIDDIE'S "SPARKLER"

Copied from expensive originals. Packed in handsome display cases, assorted sizes. 3 doz. to a case.

To Retail at 10¢ & 25¢

TOY WRIST-WATCHES

Look like the real thing! 2 smart styles — octagonal and round — with elasticized rubber bands. Individually carded.

To Retail at 10¢

Special lines of jewelry for every market requirement—from 25¢ per doz. to $54.00 per doz.

PRESIDENT NOVELTY & JEWELRY CO., INC.
1220 BROADWAY, NEW YORK 1, N. Y.

Judy JUNIORS One-piece puzzle inlays. Ideal for nursery and kindergarten. (6 in a box.)

Sales Representatives:

Block House, Inc.
1107 Broadway
New York, N. Y.

Atlanta Toy Mart
175 Peachtree St. N.E.
Atlanta, Ga.

Clifford Gottlieb
Rm. 336, 707 Broadway
Los Angeles, Calif.

The Toy Market
1424 Merch. Mart
Chicago, Ill.

E. S. Chamberlin
293 Term. Sales Bldg.
Seattle 1, Wash.

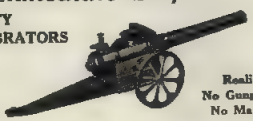
JUDY TOYS

The JUDY Company
107 Third Avenue No., Minneapolis Minn.

BIG-BANG SAFETY GAS GUNS

Immediate Shipment

SAFETY CELEBRATORS



Realistic
No Gunpowder
No Matches

BIG-BANG TANK

10½" long. Olive drab finish. Black plastic wheels.

Boost Christmas Sales of
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By Displaying Them with BIG-BANG

You will have a QUICK-TURN-OVER on BIG-BANG because this merchandise has not been available in worth-while quantities since 1941. During these six years, many boys have become of BIG-BANG age and further, our advertisements now appearing the leading boys' magazines make it known that BIG-BANG Guns are available again.

THE CONESTOGA COMPANY BETHLEHEM, PENNA.

You've made advertising news

MR. BUYER

Your thousands of orders

have ONCE AGAIN *proven*

THE SUPERIORITY OF OUR

STELBER LINE

of Bikes and Trikes

We appreciate your continued recognition of the selling features associated with Stelber Bikes and Trikes.

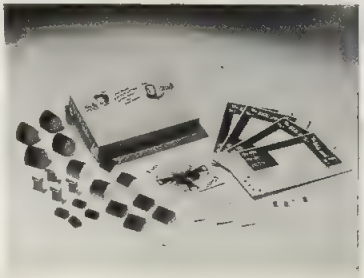
WE ARE HAPPY TO RECEIVE YOUR FURTHER ORDERS . . . BUT ASK YOUR INDULGENCE ON SHIPMENTS UNTIL OUR TREMENDOUS BACKLOG OF CURRENT ORDERS IS FILLED.

STELBER CYCLE CO.
2801 FT. HAMILTON PARKWAY
BROOKLYN 16, N. Y.

Fred MacMurray and Claudette Colbert examine "The Egg," the object of interest in Capex's game

CAPEX LAUNCHES "THE EGG AND I" GAME

Capex Company, Inc., 615 South Boulevard, Evanston, Ill., anticipate a wide trade and consumer acceptance for their newly introduced game, "The Egg and I". In the word of H. Elton Pease, president, "We feel we are offering game buyers a real promotional 'natural', with volume sales with customer demand right through the holiday and winter season. Not only have millions of people read and enjoyed Betty MacDonald's best selling book, "The Egg and I" but untold millions more have seen, are seeing and will see the 4 star movie hit with the same title. In fact, the movie, according to Universal booking schedules, will reach its peak showings this Fall, thus assuring top interest after movie fans have seen this star-studded picture, providing a great opener for the game season." Mr. Pease went on to emphasize that the "Egg and I" game is more than simply a title tie-up. He said "tests prove genuine playing interest with the thrills and hardships of starting a chicken farm. Intriguing, lifelike realism is provided in the form of miniature farm buildings to set in place as determined by spinning the wooden egg. After a player's farm is completed, the mortgage must be paid off and then to add further exciting interest, there are forest fire and weather losses to be contended with. Game players of all ages are delighted to find how simple the rules are. And the game is fast, about 12 to 15 minutes for 4 players. Nothing has been spared to make this a quality game in every detail. The miniature buildings are life-like in shape and color, made of wood, color tumbled with hand-colored roofs; the wooden egg is actual size and color with lacquer finish. The heavy cardboard plots are printed in 3 colors with die cut holes to record the mortgage account with a plastic marker. The box is a heavy label box printed in the same 3 colors as the cover of the book —yellow, green and black. This same color will be followed in all advertising, display and promotional material. At $2 retail, we feel "The Egg and I" is an outstanding value from every angle".



"The Egg and I" was first a book, then a movie and now a game by Capex

An effective doll display by Tucker Garments, showing five of their latest doll creations

TUCKER ISSUES NEW DOLL CLOTHES CATALOG

Tucker Garments, Inc., 29 Worthington St., Springfield, Mass., report a steadily growing distribution of their Petite Mode Doll Clothes line in leading toy departments throughout the country. An attractively illustrated catalog has recently been issued by the firm, showing in picture form the many up to the minute "Petite Modes" in raiment for well dressed dolls. Herbert Levine, salesmanager, states that little girls today are demanding real style and quality in dresses and costumes for their dolls and he emphasizes that no detail is overlooked to make sure that every Petite Mode Garment that leaves the factory perfect in every detail. Special attention to style is the watchword at the Tucker plant and an inspection of the steadily growing Petite Mode Line always proves to be a revealing review of what the well dressed American doll is wearing. The complete line is on permanent display throughout the year at the showroom of Irene Levy, Breslin Building, 1186 Broadway, cor. 29th St., New York.

Claudette Colbert and Fred MacMurray, stars of Universal-International Picture, "The Egg and I"

A GREAT NAME
A GREAT GAME!

"The EGG and I"

- ★ FIRST—the book—and a "best seller" for 14 consecutive weeks.
- ★ NEXT—the movie—breaking all box-office records.
- ★ NOW—THE GAME—with every indication that it will be the season's biggest selling game!

Don't wait for holiday buying—it's a red-hot promotion item. Already hundreds of dealers are capitalizing on the nationwide popularity of this famous story—"The Egg and I." Over 25,000,000 have read the book, and 75,000,000 will see the picture—a terrific market *now* for the game.

If your jobber cannot make immediate shipment—send your order direct to us. Usual discounts. Sample game will be sent on memo invoice—if you want to test the play appeal and buy-appeal!

Free attractive poster for window with shipment. Newspaper mats on request.

Packed in a colorful attractive box—it's a real value

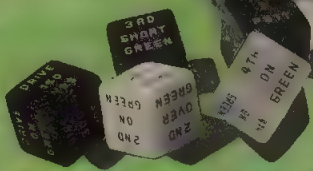
$2.00 LIST

It's a fascinating and egg-citing game! Each player builds his own chicken farm with actual buildings, with money as determined by spinning the wooden egg. First player to complete farm and pay off mortgage is the winner. It's fast—it's fun.

• • • ANOTHER CAPEX WINNER! • • •

GALLOPING GOLF

Here's a game that is breaking par in popularity!



Available in three numbers:

Send your order to Capex—or any branch office of the Wilson Sporting Goods Company, or your game jobber, at same discounts

The NEW GO DEVIL FARMER

NOW IN PRODUCTION

Brand new . . . and a beauty . . . natural lacquered hardwood wagon bed . . . brilliant red stake body and wheels. Sturdily built . . . durable construction that stands up under tough usage. Designed to thrill its young owners . . . handles easily. Improvements galore . . . noiseless self-lubricating bearings . . . double brace body . . . novel stake body "seat" arrangement.

Length—32 inches; width 15 inches. Shipping Weight 31 lbs.

SEE this outstanding new GO DEVIL FARMER.

Now on display at offices of our representatives . . . or write the factory.

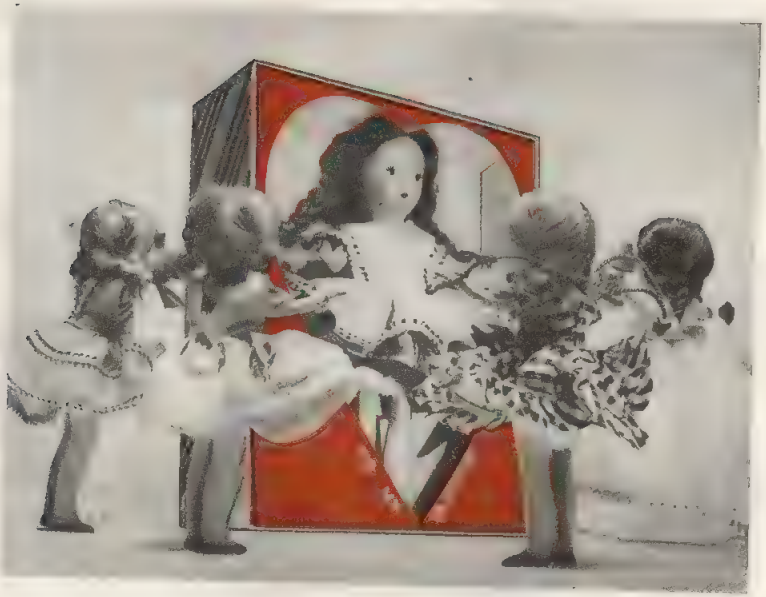
EASTERN REPRESENTATIVE: Alfred Hahn, 200 Fifth Avenue, New York City

MIDDLE WEST REPRESENTATIVE: Sam Weiner, 1433 Merchandise Mart, Chicago 54, Ill.

SOUTHWEST REPRESENTATIVE: Lee Ungar & Co., 310 N. 11th St., St. Louis 1, Mo.

WHEEL TOY CORPORATION

3218-20 EAST 92nd STREET, CHICAGO 17, ILLINOIS

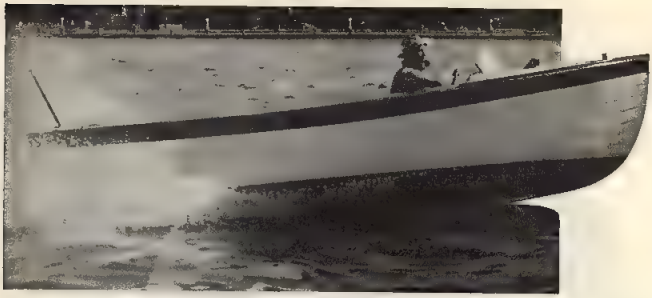


You will have a happy holiday, too, because popular PATTY PIGTAIL is gift-packed with an eye-catching red heart insert to make it a most distinctive valentine. Removing the insert after Valentine's day prevents the attractive package from becoming dated.

The first seven-inch bisque doll to be designed as an exact replica of the little pigtailed girls of today, PATTY PIGTAIL is an entirely new approach to the imagination. PATTY PIGTAIL comes in twelve styles, each one depicting, by clever dress and ornament, a happy everyday activity of the little American girl.

Phone or wire your orders for immediate delivery in time for your Valentine promotion.

The House of Dolls · 328 WEST VAN BUREN · CHICAGO 7, ILL.



THE NEW 18′ BARBOUR SEA SKIFF

If you crave an 18-footer for fishing in rough water, here is your boat. This new inboard powered sea skiff has plenty of performance, is built to take it. Optional power range from 45 h.p. to 125 h.p. Exceptionally sturdy, the 18′ sea skiff typifies the slogan, "Barbour Builds Better Boats".

If you go for a fine deluxe outboard utility, look into this 14′ Barbour. Ideal for fishing, picnicking and many other purposes. Level riding. Dry and safe, the Barbour lap-streak construction assures strength and long life. Consult your dealer for further details.

BARBOUR BOAT WORKS

New Bern, North Carolina

RADIOS—Tops for Quality—Ideal Gifts

"The Tiny Trooper" Portable Radio

- *Lightweight, compact, economical and easy to operate*
- *6-tube performance—4 RCA licensed tubes (2 dual purpose)*
- *Selective superheterodyne circuit; built-in antennae*
- *Powerful 4¼-in. speaker; new sensitive Alnico V magnet*
- *Regular standard broadcast tune-in-range—535-1600 KCs*
- *Handsome simulated alligator leather case with handle*

Stays home or travels with you! Big set power and tone in this wee 7½x6½x3¾ inch set. Operates on one 67½ volt "B" and two 1½-volt Flashlight "A" batteries. Colors: Brown or Red. State color. Order it today! Easy to own at this low Spiegel price!

A76J 718. Radio with batteries. Mailable (6 lbs.) **19.95**

Have extra Aircastle batteries on hand for above portable radio and radio at right. So low priced—buy several at a time!

76J 1514. 1½ volt Flashlight "A" Battery. Sh. wt. 5 oz. Each **9¢**

76J 1523. 67½-volt "B" Battery. Shpg. wt. 1 lb. . . Each **2.09**

Deluxe 3-Way Portable Radio

- *Use it anywhere—switch for electric or battery playing*
- *6-tube performance -4 tubes (2 dual purpose) 1 rectifier*
- *Supersensitive superheterodyne circuit for clear pickup*
- *Powerful 4¼-in. P.M. speaker – handy built-in antennae*
- *Automatic volume control—standard range 540-1600 KCs*
- *Simulated leather-covered case, 9½x8½x5 inches high*

Thrives on travel—in places with or without electricity! A 3-way portable encased in red-simulated leather with gold bronze-metal speaker grille. Operates on 105-125 volts, 50-60 cycles, AC-DC; or one 67½-volt "B" battery and 5 1½-volt Flashlight batteries. (Why not keep extra batteries on hand for above portable radio? Description of batteries given at bottom of column at left.) Shipped by freight or express. Order today—a real value!

B76J 723 Radio without batteries. Sh. wt. 7 lbs. **24.95**

B76J 724 Radio with batteries. Sh. wt. 9 lbs. **27.50**

FOR A GREATER SELECTION—
SEE RADIOS AND PHONOGRAPHS ON
PAGES 577-584 OF SPIEGELS BIG CATALOG

"CHARGE IT"
AT SPIEGELS—
SEE PAGE 185

Clearer Tone — More Volume In This Aircastle Spring-Wind Phonograph

14.95

- *Equipped with new, remarkable plastic tone arm*
- *Increases fidelity 20%—volume as much as 25%!*
- *Cover-control on arm increases or decreases volume*
- *Powerful spring-wind motor gives maximum plays*
- *Long-life needle; disc handles 10 and 12 inch records*
- *Compact case—2-tone tan and brown simulated leather*
- *Strong snap locks; comfortable-to-grip plastic handle*

Be the first to own the new Aircastle plastic tone-arm phonograph! Clear tone on every record—no blurring of orchestral playing or singers' voices. 25% more volume you can adjust at will. Comes encased in beautiful two tone simulated leather. **Easy-to-carry size:** 13½x11x4½ in. high. Buy now!

B76J 120. Record Player. Shpg. wt. 10 lbs. **14.95**

Season's specials bargain priced

Stretch out comfort

2 Pcs
47.50
only $5 monthly

Simulated Leather Chair

- *Naugahide plastic leather*
- *Resilient coil spring in cushion*

Size: Chair 26x21x35 in. Ottoman 22x15x12 in. Allow time for shpt. by frt. from fcty. in High Point N. C. Red or Brown

L60J 651. (94 lbs.) State color. **2 Pcs. 47.50**

Relax at tilt position

2 Pcs.
29.95
only $5 monthly

Tilt-Bak Chair and Ottoman

- *Hardwood construction . . . Walnut finish*
- *Sag-proof steel spring seat . . . sturdy*

Size: Chair, 23½x21x34 in. Ottoman, 20½x15½x11¾ in. Wine or Med. Blue tapestry. Allow time for shpt. by frt. from fcty. Lenoir N. C.

L60J 658. State color. (70 lbs.) . . **2 Pcs. 29.95**

Rocking and resting

Was ~~29.95~~
New
24.95
only $5 monthly

Roomy Platform Rocker

- *Sit down, lean back, relax in this man-size rocker*
- *Full-webbed base construction . . . double doweled*
- *Greater durability . . . Walnut finish . . . noiseless*

Upholstered in cotton floral tapestry. **Size of Rocker:** 24x21x37 in. **Colors:** Wine, Blue or Beige. Allow extra time for shipment by freight from factory in High Point N. C.

L60J 146. Purple. State color. Shpg. wt. 52 lbs. . . . **24.95**

Lounge in luxury

Was ~~39.95~~
New
29.95
only $5 monthly

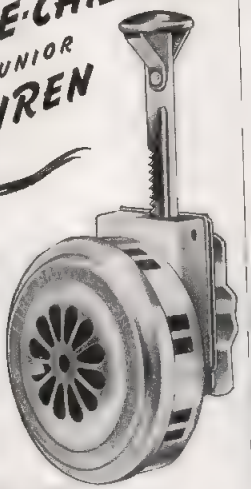
Chaise Lounge Special . . . Value Packed

- *Reversible cushion . . . pastel florals on one side*
- *Harmonizing solid color on other . . . extra wear*
- *Full web construction . . . hand-tied springs*
- *Sturdy double-doweled hardwood frame*

Size of Lounge: 45x25x32 in. **Colors:** Nature or Powder Blue. State color. Shipped by freight or express from Chicago.

B60J 916. Chaise Lounge Chair. Shipping weight 67 lbs. **29.95**

FIRE-CHIEF JUNIOR SIREN



For "Traffic Control" Where Toys are Sold

Retails under $1.00

The only siren in the Toy Department. Low price opens the door to the mass market. Every child can have one on wagon, scooter, velocipede.

Attractively Packaged

Individual colorful cartons facilitate merchandising displays and enhance gift value.

Just Like Big Ones

Fire Chief Junior Siren has the same tone value, same mechanical principle as big sirens.

A Quality Product

Made of drawn steel, accurately balanced brass gears, piano wire springs. Nickel plated. Complete with bracket and screws.

All You Want—Now

Not next month, not next year but immediate shipment of any quantity.

Part No. 4326—Height 4¾", Width 2½", Weight 4 oz. Each individually packaged.

PHONE — WRITE — WIRE

TOLEDO GUILD PRODUCTS, INC.
515 MADISON AVE., TOLEDO 4, OHIO
666 LAKE SHORE DRIVE, CHICAGO 11, ILL.

NEW

Here's the construction set you need to help make '47 your biggest toy year.

Girls and boys will build doll houses and schools, plane hangers and bridges in true-to-life miniature. Adult home planners can first create the house of their dreams in their own living rooms. And, model train fans can have the realistic right-of-way villages they've always wanted.

Yes, American Plastic Bricks have sure-fire consumer merits — real salability from market appeal, through design and function, down to attractive display packaging. Featured in your hobby or toy land they will thrill and sell old and young alike.

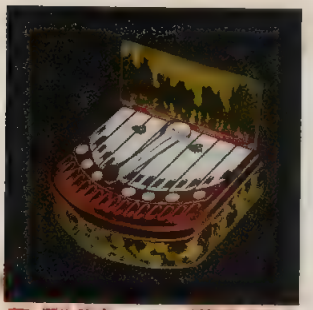
Two profitable sizes, 200 and 400 pieces, retailing at popular prices. Write for Halsam's new catalog for complete information.

AMERICAN PLASTIC BRICKS

Made by Elgo Plastics, Inc. Distributed by Halsam Products Co.

4114 Ravenswood Ave. HALSAM Chicago 13, Illinois

magic words for more profits

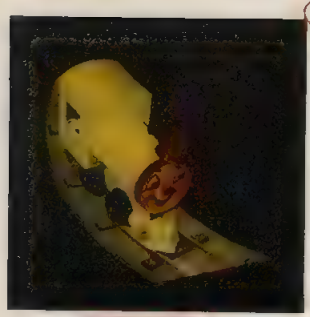


RING-A-TOON

the remarkable, electrical, musical toy — works on standard battery cell ! Has an octave of true pitch, true tone notes that are astounding in their fidelity. It's safe — absolutely safe — for tiny tots.

Sturdy, metal case, lithographed in gorgeous eye-catching color — illustrated by the nationally famous artist Vernon Grant This amazing toy provides musical pre-education for children — they learn difference in notes, — how to go from one note to another, and how to play real tunes.

8 extra easy-to-follow new simplified sound track of very popular tunes go with Ring-A-Toon!



BUZZA

the electric choo choo

It's the new — completely new — 1947 Buzza — now better than ever! Has a sturdy, staple, non-warp steel track that takes extra rough handling!

Buzza goes backwards and forward — is easy to operate. A touch of the new easy switch sends it on-its-way

And it's longer and smoother running than ever — has a new improved more powerful motor!

Remember! The new Buzza requires no wiring, no winding Just put it on the track, push the switch, away it goes! *It's the perfect electric engine toy for younger children!*

NEW YORK SHOWROOM

200

FIFTH AVENUE

ROOM 554

JACK LEIN • CONNIE DEVERALL

2 TOT TESTED TOY TRIUMPHS

Both "Buzza" and "Ring-A-Toon" are "checkout" promotional numbers Buyers everywhere report them the "hottest" items in toys today. Contact your distributor — or write directly for complete information.

THE TOY MARKET
1424 Merchandise Mart
Chicago, Illinois

JAMES R. MELTON
San Angelo, Texas

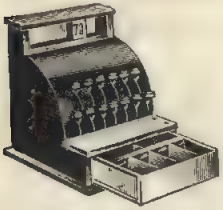
LEE SHERMAN
315 West 9th Street
Los Angeles, California

ATLANTA TOY MART
175 Peachtree St., N.E
Atlanta, Georgia

WELCOME G. YOUNG & SON
99 Chauncy Street
Boston, Mass.

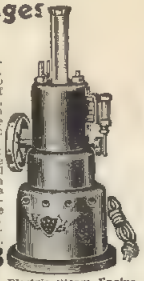
270 MADISON AVENUE **TOT TESTED TOYS, LTD.** NEW YORK 16, N. Y.

Educational Toys
For Children Of All Ages



No. 112P1648—Tom Thumb Cash Register. Precision-made miniature of a standard cash register. Bell rings when key is pressed, cash drawer pops out, amount indicator shoots up behind glass window on top. Well-constructed of heavy gauge steel with aluminum trim and baked-on bright red, green or blue enamel. White plastic keys register from 1c to $1.00 and no-sale. Size, 7¼ inches long, 6½ inches wide, 7¾ inches high.

Each **$3.75**

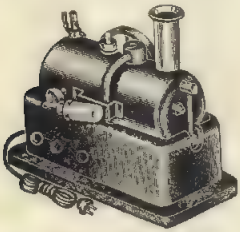


No. 112P1652—Vertical Electric Steam Engine. Precision engineered to run other toys by means of grooved pulley on flywheel, can even be made to run a small dynamator. Entire unit is welded, and no solder is used anywhere, a fact which allows toy to stand up under most severe usage. Operates a full hour on one filling, can easily be mounted to a board for better and faster operation. Complete with powerful, lifelike whistle and insulated electric cord. For 110v AC-DC.

Each **$4.63**

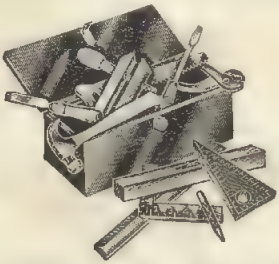
No. 112P1653—Vertical Non-Electric Steam Engine. Same safety and well-made quality as above. Supplied with container of canned heat.

Each **$3.30**



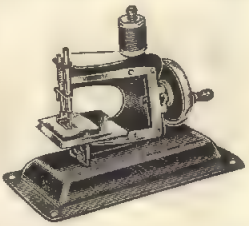
No. 112P1651 — Horizontal Electric Steam Engine. Contains a water level gauge which indicates level of water in boiler at all times. Unit can be easily mounted on a board to make up miniature power plant. Runs full hour on 1 filling of about 4 ounces of water, and has powerful, realistic sounding whistle. Grooved pulley on flywheel can be used to run other toys. A fast moving item without a season. For 110v AC-DC. Complete with cord.

Each **$5.97**



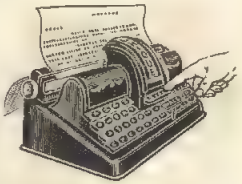
No. 112M2512—Twelve Piece Tool Chest. Chest of real tools consisting of a strong saw, claw hammer screw driver, chisel, all with nicely finished hardwood handles. Also contains wood clamp, metal square with quarter-inch gradations, level, 12 inch rule with sixteenth inch marks, metal punch, triangle and pliers. All tools are packed in beautiful lacquered wood chest with push button lock, metal carrying handle, hinged lid. Size of box 12⅜ inches x 5⅛ inches x 3⅛ inches.

Per set complete **$1.75**
Per dozen sets **$20.00**



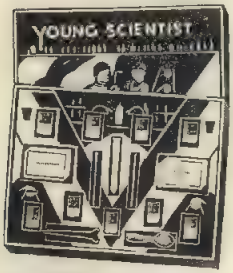
No. 112P1614—Junior Sewing Machine. It really works—accurately and effectively. Little girls can simply and safely sew dresses for their dolls, for the machine is easy to manage and fun to work. Made of all metal, finished in shining nickel and bright colors of non-chipping enamel. Self-feed with adjustment for changing size of stitch. Size, 8½ inches long, 4½ inches wide 7 inches high. Individually boxed.

Each ... **$2.10** Per dozen **$24.00**



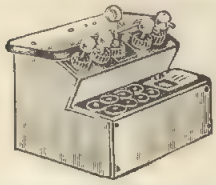
No. 112P1670—Unique Portable Typewriter. An accurate and educational toy with full alphabet, punctuations and numerals. Well made—entirely of metal. It offers sure grip roller, clear clean type, accurate spacing and visible writing. Any child can work it. Writes with finger tip pressure. Takes full size sheet of paper. Length 10 inches, width 6½ inches, height 4. Individually boxed.

Each **$3.25**



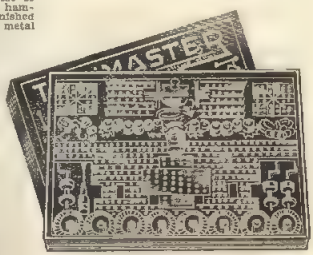
No. 112C817—Young Scientist Chemistry Set. Great amount of fascinating experiments can be performed easily and safely. Supplied with 9 harmless chemicals, each packed in barrel, 1 package each of red and blue litmus paper, glass tube and stirring rod, hollow glass rod, scoop and measuring spoon. Complete with instruction booklet in colorfully illustrated box.

Per set ... **45¢** Per dozen .. **$4.75**



No. 112P1645—Soda Fountain. Constructed of bright, shiny aluminum that is rust and corrosion resistant with a brilliant red counter. Built for sturdiness and durability, yet lightweight enough for any child to carry around. Four real syrup pumps of sparkling white plastic, labeled cherry, chocolate, cola, and root beer, plus one soda-water pump. Even has ice-cream holds with black plastic covers. Size, 10 inches wide, 8 inches deep 6¾ inches high. Individually packed.

Each **$2.85**



No. 112M2529—De Luxe Techmaster Set. Creative, constructive, educational—an ever popular toy. Includes screw driver, battery, 8 tires, large box of nuts and bolts, great quantity of metal building equipment and much more. Packed in large colorful box as illustrated.

Per set **$4.50**

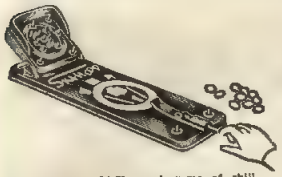
No. 112M2528—Special Techmaster Set. A smaller construction set without magnet.

Per set **$3.00**

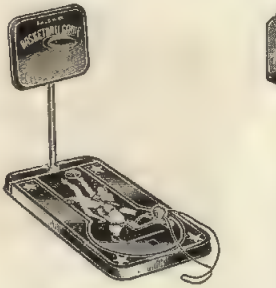
No. 112M2527—Techmaster Set. A less inclusive set for the younger child.

Per set **$2.00**

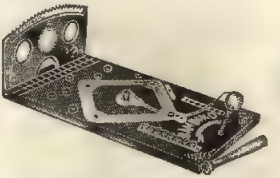
GAMES and GUNS THAT BRING FAST SALES



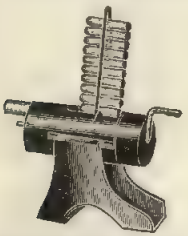
No. 112P1613—Ski-Hoop. A game of skill for all members of the family! Ski-Hoop is more than a toy; it's a wonderful action game. Marked for scoring, it helps develop coordination as each player's skill determines his score. Sturdy, all-metal construction in brilliant red, white, and blue colors. A swell party game for young and old. Attractively boxed for fast selling.
Each .... **75¢** Per dozen .. **$8.00**



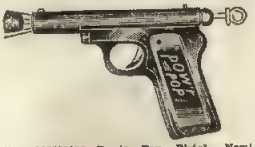
No. 112M2457—Basketball Game. America's most popular sport now a game that all can play. Sure to spread like wildfire and become one of the top-selling games on the market. Constructed sturdily of all-metal, it is comprised of a 12 inch playing field, pole, backboard, and basket, and lever at other end into which ball fits. When lever is pressed ball jumps into air and into basket if player has developed necessary skill. Ball attached to cord for added convenience. Lithographed in 4 bright colors with illustration. Individually packed.
Each .... **45¢** Per dozen .. **$5.00**



No. 112G847 — Bambino Baseball Game. Hours of fun are contained in this actual baseball game, can be played with 2 players or full teams; and scores exactly like real sport. Consists of all-metal playing field 12 inches x 18½ inches on wood base, heavy board wall at end of field 7½ inches high, and spiral spring at opposite end. Wood ball is placed on spring and hit with 16 inch wood bat; scores are determined by where ball lands. Provides thrilling and skilful pastime for entire family. A remarkable fast seller. Lithographed in striking colors. Each game boxed.
Each **$1.05** Per dozen **$12.00**



No. 112P1622—Rapid Fire Machine Gun. Youngsters like nothing better than a toy gun that shoots. Small wonder then why this rapid-fire machine gun is such a hit with them. Shoots wooden slugs as fast as handle is turned. Instead of wood, this new improved gun is constructed of polished Bakelite, making for a finer more realistic appearance and smoother performance. Red base, mechanism and ammunition holder made of metal for extra sturdiness. Size 5 inches x 7 inches. Individually packed with 10 wooden slugs.
Each .. **45¢** Per dozen **$5.00**



No. 112M2498—Pow'r Pop Pistol. New! Safe! Different! A novel toy gun that will thrill every youngster. Shoots cork 40 feet with a resounding "Pop". Absolutely harmless. Precision built with barrel and stock made from heavy injection molded tempered acetate in beautiful colors. New compression "yoke action" makes this the smartest shooting pistol ever offered. A rapid seller that will build real profits. Packed in colorful litho box with 8 cork bullets 8¾ inches long.
Each .. **70¢** Per dozen .. **$8.00**

No. 112M2401—Rockatomic Gun. This rockatomic gun shoots a whizzing, non-explosive rocket that actually whistles like a falling bomb. The realistic 6½-inch rocket has red wooden tail, white fins, metal whistlers with rubber tubes, and a rubber suction cup. Propelled by the powerful spring mechanism of the gun, it travels through the air at amazing speed. Constructed of heavy stamped steel, the 23½-inch silver finish gun has a broad wooden stock, and a crossline metal sight which attaches to barrel. Each in colorfully illustrated cardboard box.
Each **$1.95**

No. 112M2403—Rockatomic Rockets. Additional dart-bullets for the gun as described above.
Per dozen **$2.75**

No. 112M2419—Super Automatic Tom Gun. A big thrill to the kids every time the trigger is pressed. A sensational gun modeled in shape of a real gun. Shoots with a bang and sparks brilliantly! A fascinating toy that has all the excitement youngsters love. It is proved to be absolutely harmless. Made of heavy quality 22 gauge steel throughout to take a lot of wear and tear. A tremendous seller. Size 7½ inches x 4¼ inches. Individually packed in colorful carton.
Each .... **45¢** Per dozen **$4.75**

No. 112M2478—Kiddie Pla-Gun. Designed for kiddies from 3 to 6 years old. Smaller size than above gun. Same fine quality and workmanship and finish. Overall length 28 inches.
Each .... **$1.35** Per dozen **$15.00**

No. 112M3678—Junior Pla-Gun. A "real gun" that is safe! No other play guns combine such startling realism with such complete safety and harmlessness. Has real gun action to delight every child, but does not shoot. A beautifully finished exact reproduction of a real official type weapon, scaled down to 4/5 size. Well constructed from seasoned, full thickness lumber and gun metal. Has real bolt action with imitation loaded cartridges which slides into breech when loaded, and independent clicking trigger. Finished in natural walnut stain with adjustable khaki web carrying sling. Overall length, 35½ inches.
Each .... **$1.45** Per dozen **$16.50**

No. 112N1223—Rubber Pistol. An exact replica of a real Western pistol, constructed entirely of rubber. It's safe—no sharp edges. It's sanitary—easy to clean. It's scratch-proof—made to last long and take lots of rough treatment. A play tested pistol that is proft proved. A boy's favorite everywhere; a fast seller anywhere. Assorted bright red and blue colors. Length 6¾ inches.
Per dozen .... **90¢**

★ SENSATIONAL ACTION TOYS ★

No. 2831—Real Texan Outfit. Well made of heavy gauge enamelled metal, this replica of the famous Western six shooter thrills the kiddies Carried in a genuine leather holster beautifully embossed with a bold Western air. Pull the trigger and a realistic click is produced. The sturdily stitched holster is attached to a genuine leather belt with heavy metal buckle The kiddies will swagger proudly about with this gun slung about their hips. The complete outfit is packed in an attractively decorated self selling display box

Per set ..... **45¢** Per dozen **$4.80**

No. 2832—Real Texan Outfit. Consists of two attractively embossed genuine leather holsters with two matching metal revolvers that click when the triggers are pulled. The holsters are attached to a genuine leather belt with wood bullets in the ammunition loops To complete this outfit, here is a 12-foot leather trimmed Western lariat made of tough woven fibre, worked into an attractive red, white and blue design The complete set is in an attractive display box decorated with a Western scene

Per set, complete **85¢** Per dozen sets **$9.75**

No. 112M2418—Rodeo Holster Set. For the junior cowboy who likes realism, Rodeo can't be beat. Full sized 9¼ inch overall length six-shooter is of light-weight black plastic with brown plastic hand grips molded to fit the hand Replica is carried to exact detail including the revolving cylinder, hammer, trigger and trigger guard, front and rear sights, and even the gas chamber is to precise dimensions Holster of tooled leather with the curved likeness of a bronc buster taming a frisky colt is stitched to a stiff leather back with bright red draw-string for the quick drawing hombre who ties down his 'hoglegs' Complete with belt and ammo loops containing two wooden bullets. Packed one to a display box

Each **$1.55** Per dozen **$18.00**

No. 2869—Junior Police Set. The kiddies will love this new police set. Consists of authentic looking police badge with bright silver-like finish, plastic police whistle and a pin grained genuine leather holster with die-cast metal revolver Each set attractively attached to eye-appealing display card.

Per dozen sets **$2.00**

No. 112M2453—Junior Police Patrol. Similar to above but containing light billy club

Per dozen sets **$2.00**

No. 2824—Western Ranger Pistol and Holster Set. Sturdily constructed of heavy metal, the pistols are exact duplicates of genuine Western guns. The simulated brown leather holsters on bucking steeds and are attached to metalbacked belts Put up two guns, two holsters and belt to a colorfully decorated box.

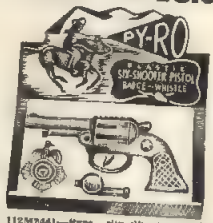
Each ..... **85¢** Per dozen **$9.00**

No. 2825—Western Ranger Pistol and Holster Set. Same as above but consists of a single gun, complete with holster and belt in gift box.

Each ..... **70¢** Per dozen **$7.80**

No. 2826—Ranger Pistol and Holster Set. A retail value leader consisting of a single metal revolver complete with belt and holster not in gift box

Each ..... **45¢** Per dozen **$4.75**



No. 112M2441—Pyro Six-Shooter Set. A set for the young policeman. Consists of a six-shooter made of durable long lasting plastic, a police whistle made of plastic and a die-cast metal badge. Six-shooter has been reproduced faithfully with all the familiar details Measures 6½ inches in length When the trigger is pulled it produces loud shot-like click-clacks. Whistle has wood ball inside and trills lustily when blown. The badge is polished to a sparkling brightness and has sturdy clip on back for attachment. Each set in colorful display box.

Per set, complete **40¢** Per dozen sets **$4.00**

No. 112M2443—Pyro Six-Shooter. Gun only, same design as above but slightly smaller Length, 5¼ inches.

Per dozen **$1.25**

No. 112N1225—Humming Lariat. Listen to it hum as it spins! The brightly colored crepe paper lariat is attached to a metal bar with ½-inch rubber posts at either end to support a thick rubber band This special device makes it easy to do even difficult tricks. Different humming sounds can be made by adjusting the rubber band. Each complete humming lariat on illustrated card with instructions. 12 to a display box Retails for 10c each.

Per dozen ..... **80¢**

No. 2820—Football. Well made of imitation leather, it has an attractive, pebble-grain finish. Features white plastic-coated lacing Has rubber valve complete with metal inflating needle that fits regular tire pump valves. Regulation size.

Each **$1.55** Per dozen **$18.00**

No. 2856—Parachuter A toy that can be used indoors as well as outdoors. Just throw it into the air and the parachute glides gently toward the earth. Consists of a 6-inch heavy cardboard figure of a paratrooper in full fighting uniform firmly attached to a large strong white paper parachute by strands of ribbon. Each in attractive display box.

Per dozen **$1.20**

DOUBLE HOLSTER SET

A real thrill for any lad . . . large man-sized pistols, full 12-inch holsters. Belt holds six imitation bullets. Guns are beautiful models of old time western, revolver-type weapon with open fan hammer. Breaks on spring release for roll cap insertion.

82538 M315 Double Holster Set . . . $4.50
82539 M210 Single Set (not illus.) . . 3.00

RODEO PISTOL SET

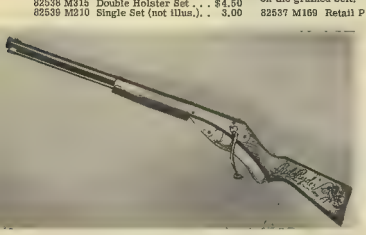
Decorated twin holster set for the smaller boy, with two seven-inch pistols. White plastic handles with ingrained bull-dog grip. All solid cast metal with insert type cap detonator, under single action hammer. Six imitation bullets in cartridge holders on the grained belt.

82537 M169 Retail Price $2.49

"BIG BANG" FIELD CANNON

No matches, no gunpowder, but a very big BANG! Authentic reproduction of heavy artillery piece. Uses harmless, non inflammable, non poisonous ammunition. Finished in olive drab with red wheels and new improved charger and igniter. Length 17 in.

82540 M265 Retail Price $3.75
82541 M13 Bangsite Ammunition, Tube 0.19



DAISY RED RYDER CARBINE AIR RIFLE

Fred Harman (famous cow-boy artist who draws and writes the exciting Red Ryder comic strip) helped design this husky he-man rifle. It looks, feels and handles like a real Western saddle gun. Has special Lightning Loader, 1000 shot repeater magazine. Blue steel barrel. A sturdy, attractive, straight-shooting target gun. Tube of 500 Daisy Bulls Eye Shot included with each rifle.

82533 M315 Daisy Red Ryder with 1 tube of shot. Retail $4.50
82534 M75 Ten tubes (500 shot each) Bulls Eye Shot. . . 1.00

DAISY SQUIRT-O-MATIC

Daisy Squirt-o-Matic combination water and noise pistol. Double barrel over and under style, repeater. At touch of the trigger, gun makes loud bang and throws out water in fine sharp spray.
82535 M49 Daisy Squirt-o-Matic (shown left). Retail . . . $0.70

DAISY BUCK ROGERS PISTOL

Daisy Buck Rogers Atomic Pistol modeled after the ray gun used in the famous Buck Rogers Comic Strip. Throws out a bright luminous flash as it bangs.
82536 M70 Daisy Buck Rogers Atomic Pistol (shown right) $1.00

METAL CASTING SET

A beautifully packaged Metal Casting Set with full equipment for making metal figures. The set contains matrix molds of U. S. soldiers in action, electric melting ladle with stand, 12 bars of casting metal, candle and 4 colors of paint. Makes well formed and attractive little soldiers. May also be used to cast wax.

82542 M210 Electric Casting Set. Retail Price $2.95
82543 M140 Non-electric Casting Set (not illustrated). Similar to above, but smaller set, and not electric. Retail Price . $1.95

ELECTRICAL WOOD BURNING SET

A constructive set for wood burning, embossing, foil writing, leather burning and cork decorating. Popular with girls as well as boys. Ideal for burning names under sleds, wagons and gym shoes. Contains wood blocks, foil, designs, hammer, punch, brush, colors, water pan and brass tips for electric pen. Pen is Underwriters' Lab. approved. Two sizes of sets.

82544 M210 Wood Burning Set. Retail Price $2.95
82545 M140 Smaller Wood Burning Set. (not illustrated) . 1.95

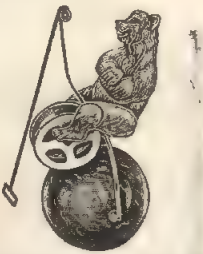
• • FASCINATING TOY FAVORITES • •

No. 112M2442—Tidycurls Dresser Set. Specially designed for little girls who are anxious to have a dresser set just like Mother's. Tidycurls consists of a comb and mirror mounted on an attractively pictured card containing varl-colored A B Cs around the margin. Hand type mirror is made of quality plastic in lovely blue and pink. The 2¼-inch looking glass has an artistically designed back that will add distinction to the junior miss' dresser. Comb is also constructed of durable plastic and measures about 4½ x 1 inch Combined with the 6½ inch mirror, this inexpens.ve item makes a good drawing card for any store catering to the needs of little ones.

Per dozen sets **$2.10**

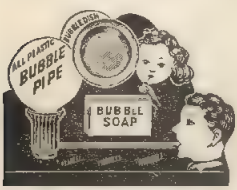
No. 112N1211—Hit and Miss. Entirely made of grained hardwood, hand rubbed and lacquered to a glossy finish, this fascinating toy delights young and old. Consists of a miniature boxing ring, 2½ inches square, in which stand the "wee-weights," a darky in white trunks and a white man in black trunks Their movable joints produce lively animation as they feint, jab throw baymakers - until the thrilling knockout punch Pressing button under base starts action Each in illustrated display box

Each . . . . **70¢**
Per dozen **$7.80**



No. 112P1605—Cub Rider. Youngsters really have a circus with this double action toy. Just pull him across the floor . . . is then let go! Instantly Cub Rider starts in the opposite direction, under his own power, pedaling furiously and comically as he rolls from side to side. Works both backwards and forwards The bear and ball are of brightly colored plastic. All other parts are of smoothly turned metal, including the strong, durable action spring. No rubber bands to wear out. Height, 10¾ inches. Individually packaged in attractively illustrated boxes.

Each **$1.40** Per dozen **$16.00**

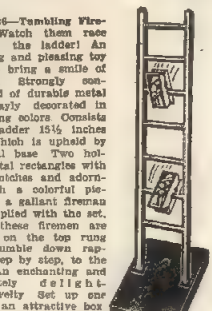


No. 2961—Bubble Set. Nothing is more beautiful than large globular bubbles with all the scintillating colors of the rainbow magnificently reflected as they float gently toward the ground. Here is a bubble set that can do just that. Consists of an all plastic 4¼-inch length bubble pipe in attractive two-tone colors, a 2½-inch metal bubble dish and a bar of super bubble soap that produces the creamiest, softest lather we've ever seen Each set on eye-appealing sales display card.

Per dozen sets . **80¢** Per gross sets **$9.00**

No. 112N1217—Swing Dancers. The newest amusing toy of its kind on the market. A really remarkable little novelty that is sure to win many friends. Entirely made of quality wood, it consists of two dancers, a boy and a girl Strung on pure nylon, they have movable joints for greater animation They can be made to Rhumba, Conga, Jitterbug, etc. Just by manipulating the round block concealed underneath Come in assorted bright colors. Girl has skirt and kerchief of felt material Height 6 inches diameter, 2½ inches.

Each **70¢** Per dozen **$7.80**

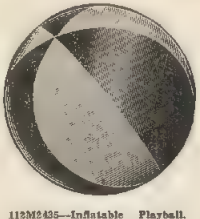


No. 1826—Tumbling Firemen. Watch them race down the ladder! An amusing and pleasing toy sure to bring a smile of delight. Strongly constructed of durable metal and gayly decorated in appealing colors Consists of a ladder 15½ inches high which is upheld by a metal base Two hollow metal rectangles with deep notches and adorned with a colorful picture of a gallant fireman are supplied with the set. When these firemen are placed on the top rung they tumble down rapidly, step by step, to the base. An enchanting and completely delightful novelty Set up one toy to an attractive box

Per dozen . . **$4.00**

No. 2922—Toy Dial Telephone. An instant hit with children because it is an exact replica of a regular cradle type phone. A lasting toy that brings loads of fun to all the kiddies Durably constructed of smooth durable Coralite, an entirely new plastic with a lustrous finish. Dial really works with a realistic click as it passes every number. Each phone is conveniently packed in a self-selling display box Size of base, 6x4½ inches with a matched 7½-inch receiver firmly attached with a sturdy cord. Assorted red and black colors.

Each . . . . . **70¢** Per dozen **$7.75**



No. 112M2435—Inflatable Playball. Just the item to have at your summer cottage at the beach, picnics, outings, etc. Well made, the outside covering is of washable rubber-like material in color combinations of yellow, red and blue. Bladder is of Neoprene, a flexible, soft, pliable substance A pump is not needed to inflate this ball—it blows up like a balloon. Light, easy to handle, it is ideal for throwing around in the water when bathing. Diameter, 10 inches. **75¢** Per dozen **$8.00**

Each . . .

No. 112M2436—Inflatable Playball. Same as above but smaller. Diameter, 7 inches.

Each **50¢** Per dozen **$5.25**

No. 2904—Climbing Monkey. Something new and novel in the line of amusing toys—a climbing monkey. By simply pulling the two ends of the string attached to a reliable pulley between its legs, the monkey will amusingly and rapidly climb up and down. The noise produced resembles a monkey's chattering. Excellently molded of a lustrous brown plastic, it offers a comic view, presenting all minute details of the monkey's head and body. Wooden knobs for more convenient handling are connected to the two ends of the long string, Height, 7 inches. Each in attractively illustrated packet.

Each . . . . . **35¢**
Per dozen **$3.60**

Authentic DICK TRACY TOMMY GUN

Check These
EXCLUSIVE FEATURES:

- Fire Red Flash Action
- Flash-Lite Beam
- Realistically Styled to Look Like Genuine Police TOMMY GUN
- Regulated Automatic Repeater Action
- All Heavy Cast Aluminum; Precision Detailed; Copper Alloy Hardened
- Real Gun-Metal Finish
- Complete with Police-Type Shoulder Strap
- Boxed in New Colorful Dick Tracy Carton
- 20 Million Pages of Tommy Gun Advertising Have Appeared from Coast to Coast

$3.98 RETAIL SELLING PRICE MAINTAINED

IMMEDIATE DELIVERY

Usual Trade Discounts to Dealers, Department Stores and Jobbers.

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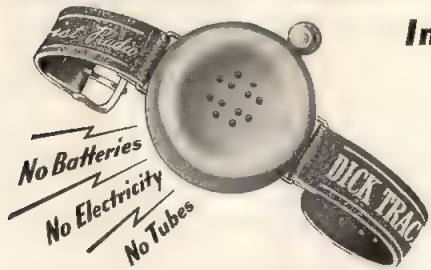
CASH IN ON THE WORLD-WIDE FAME OF DICK TRACY, AMERICA'S FAVORITE DETECTIVE!

Here are two sure-fire toys that every boy in America wants, and every adult is more than willing to buy! Because these are real "law and order" toys, their popularity is universal. Here's a gun that looks and sounds like the real thing, but is absolutely harmless. And the Wrist Radio *actually works!* A child can actually transmit his voice over short distances and receive regular broadcasts up to 50 miles away! Both nationally advertised, thousands and thousands of these Tommy Guns and Wrist Radios have been sold. Here's your chance to clean up selling thousands more.

PRICED FOR BIG VOLUME AND LONG PROFITS

Genuine DICK TRACY WRIST RADIO



Immediate Delivery

$3.98 RETAIL SELLING PRICE MAINTAINED

Usual Trade Discounts to Dealers, Department Stores and Jobbers.

- Price includes Aerial and Ground connector wires
- Wear it like a watch; listen in like a radio
- Scientifically engineered, solidly built
- No batteries, no electricity, no tubes

ORDER TODAY

KISCO PRODUCTS, INC.

180 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS

THE *King* OF THEM ALL

ROYAL KENO
NOW $1.00
Set of 12
Poker Keno Boards

CLUB
ROYAL KENO
DELUXE $2.25
Set of 24
Poker Keno Boards

NOW 4 SERIES—
ENOUGH FOR
48 PLAYERS

The fastest selling Poker Keno game. Distributed by America's Oldest and Largest Manufacturer of Keno games — sellers of KENO and ROYAL KENO.

KLAUBER NOVELTY COMPANY

845 South Wabash Avenue
Phone Wabash 6092
Chicago 5, Illinois
Factory & Main Office

1022 East Fairmount Road
Burbank, California
Los Angeles Phone: CH 5-5872
Charles P. Klauber
Western Sales Office

"Among the new toys that Mother and Dad can get set for . . . a drive-in Magnetic Village."

—Barbara Bigelow in New York World-Telegram, March 10, 1947

THE MAGNETIC VILLAGE
Model 1000 . . . $5.95
12 sets to carton, shpg. wt. 78 lbs.

THE MAGNETIC VILLAGE
Model 1200 . . . $2.95
24 sets to carton, shpg. wt. 78 lbs.

THE MAGNETIC AIRPORT
Model 2000 . . . $1.95
36 sets to carton, shpg. wt. 114 lbs.

Counter display diagrams and charge customer mailers furnished without charge

CRAFTALL INC.

19 SOUTH LA SALLE STREET, CHICAGO 3, ILLINOIS

REPRESENTATIVES

E. B. Miller Associates, 11 East 42nd Street, New York 17, N. Y.
T. F. Bayliss Co., P. O. Box 205, Hendersonville, N. C.
A. O. Bissel, 335 W. Madison Street, Chicago 6, Ill.
Lindsay-Bergstrom Co., Mercantile Bldg., Denver, Colo.
Horace B. Wheeler, 2782 Maxwell Ave., Oakland 2, Calif.

Consult your Sales Representative or write direct for literature and trade discounts

1926 ~ ~ ~ 1947

21 YEARS OF EXPERIENCE MAKING TOYS

The manufacturers of

Flag Stix
Block Stix
Bang Wagon
Bild-N-Pull
Pla-Blox

have been in the toy field exclusively since 1926

Write for Our New 1947 Catalogue

NOVELTOY CORPORATION

215 N. RACINE AVENUE CHICAGO 7, ILLINOIS

FINALLY . . . a Bank that's New and Different!

ELECTRONIC JUKE BOX BANK

$1.49
RETAIL

USUAL TRADE DISCOUNTS

Write, wire or phone your order now!

E. J. KAHN & CO.

323 W. Division Street, Chicago 10, Ill.

WATER PISTOL

Wyandotte

Colorful lithographed metal 7 inches long, water pistol.

Weight, per shipping carton 36 lbs.
Individually boxed.
6 dozen in shipping carton.
open stock.

J18—Per dozen..... **$4.20**

Suggested retail price $0.25 each.

3 SHOT WATER REPEATER

Daisy

Blued finish, automatic type repeating water pistol. Pull plunger back to load for three shots.

Weight, per shipping carton 29 lbs.
16⅔ dozen in shipping carton
or Open Stock.

5A71—Per doz..... **$4.08**

Suggested retail price $0.25 each.

SQUIRT-O-MATIC REPEATER

Daisy

Pops automatically and squirts six (6) times on one load. Two pistols in one. All blued steel.

Weight, per shipping carton 39½ lbs.
Individually boxed.
5 dozen in shipping carton
or Open Stock.

5A72—Per doz..... **$11.28**

Suggested retail price $0.69 each.

SPARKLING AUTOMATIC PISTOL

Marx

4 inches long. Realistic G-Man Automatic which emits harmless sparks when trigger is pulled. Constructed of metal and finished in black baked enamel throughout with metal jewels and "G-Man" decalcomania on side. Key attached. Sparkling flints replaceable.

Weight per shipping carton 9¾ lbs.
1 in a box.
2 dozen in shipping carton.

C43—Per dozen.... **$13.00**

Suggested retail price $0.79 each.

G-MAN SPARKLING MACHINE GUN

23 inches long, 6½ inches high Gun attractively designed and patterned after Machine Gun as similarly used by the G-Men. Equipped with long running clockspring motor. Has heavy wood stock, round compartment representing magazine and key attached. Sparks are emitted from one end of the gun, when trigger is pulled, simultaneously making a sharp rat-tat-tat sound

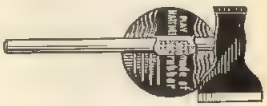
Weight per shipping carton, 43 lbs.
1 in a box.
2 dozen in shipping carton.

C707—Per doz..... **$33.20**

Suggested retail price $2.00 each.

RUBBER HATCHET

Auburn



Rubber Hatchet, 1⅞x3⅞ inch blade with silver cutting edge. 9½ inch red handle.

Weight, per shipping carton 19½ lbs.
1 dozen in box

5Q704—Per dozen.... **$2.52**

Suggested retail price $0.15 each.

RUBBER HAMMER

Auburn

Rubber Hammer, 1¼ inches by 3 inches. Ball pein type hammer with silver pein 9½ inch red handle.

Weight per shipping carton 17 lbs.
1 dozen in box
6 dozen in shipping carton.

5Q706—Per dozen.... **$2.40**

Suggested retail price $0.15 each.

HAND CUFFS

Junior Hand Cuffs made of heavy metal, has lever that locks and unlocks. 1 on card.

Weight per shipping carton, 86 lbs.
1 dozen carded in a package.
24 dozen in shipping carton or
open stock

5R153—Per dozen ... **$4.20**

Suggested retail price $0.59 each.

BOWIE KNIFE

Made of rubber. 8 inches long. Blade silver colored, handle black.

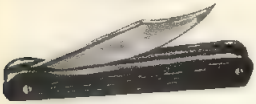
Weight per shipping carton, 12 lbs. 6 dozen in shipping carton or Open stock.

5Q712—Per dozen.... **$1.68**

Suggested retail price $0.10 each.

RUBBER JACK KNIFE

Auburn



Rubber Jack Knife 9 inches long when opened, 5½ inches long when closed. Finished with silver blade. Assorted red or black handles.

Weight. per shipping carton 12 lbs. 6 dozen in shipping carton or open stock.

5Q708—Per dozen.... **$2.40**

Suggested retail price $0.15 each.

"CARRY CASE" COMPLETE FISHING OUTFIT

A solid metal "Carry Case" lithographed aluminum and blue, 24x3½ inches with metal handle, equipped with a two-piece oil tempered "whippy" steel rod, 46 inches long, featuring the "Easy-Line" ferrule, red enameled handle and "tite-grip" reel lock; "Ty-Line" precision reel with click; Nylon fishing line; Sinkers; Assorted sizes steel fish hooks; Float; Snelled Hook; 2 foot Gut Leader; Metal handy parts bail can; Illustrated instruction Booklet "Fishing for Fun".

Weight per shipping carton, 23½ lbs. 1 dozen in shipping carton.

6L300—Per dozen **$52.00**

Suggested retail price $3.29 each.

FISHING OUTFIT

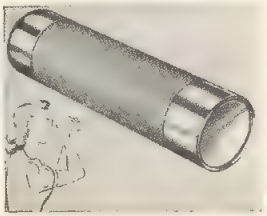
Gay, colorful, water-resistant Carry Case 24x3½ inches with metal handle. Contains: Pre-War metal fishing rod, 22 inches long, with wood handle, metal fishing reel, Safety Fish Hooks, sinkers, different colored plastic fish (for indoor use), float, fishing line, handy small parts box and instruction booklet.

Weight per shipping cart., 28 pounds. 3 dozen in shipping carton or open stock.

6L108—Per dozen **$20.60**

Suggested retail price $1.59 each.

KALEIDOSCOPE



Unbreakable. Aluminum constructed. Streamlined. Designs sealed in oil—millions of brilliant designs float into view with barely a turn. Revolving polished aluminum caps New hi-reflecting tri-facet unbreakable reflectors.

Weight per shipping carton, — lbs.

8F—Per dozen **$8.00**

Suggested retail price $0.50 each.

KALEIDOSCOPES

8½ inches long by 1⅝ inches in diameter. Made of heavy cardboard in red, white and blue stripes.

Weight per shipping cart., 21 pounds. ½ gross in shipping carton or open stock.

3J525—Per dozen .. **$4.00**

Suggested retail price $0.25 each

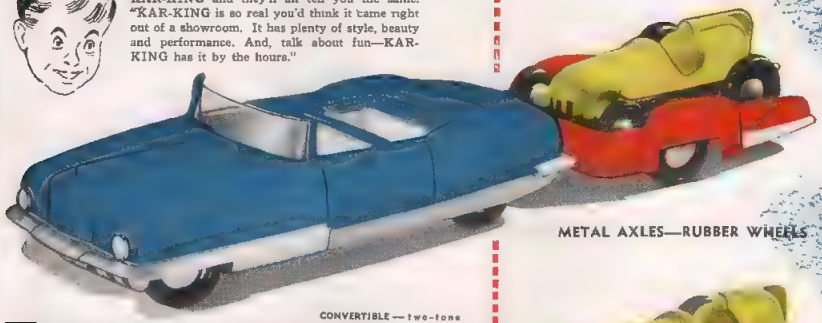
KAR KING

THE ARISTOCRAT OF TOY CARS

Ask the boy who owns one!

Ask any one of the thousands of boys who own KAR-KING and they'll all tell you the same. "KAR-KING is so real you'd think it came right out of a showroom. It has plenty of style, beauty and performance. And, talk about fun—KAR-KING has it by the hours."

ALL PLASTIC—BEAUTIFUL—DURABLE



METAL AXLES—RUBBER WHEELS

1 THE CONVERTIBLE

CONVERTIBLE — two-tone body, blue and white — aluminum painted headlights and bumpers.

2 SPEEDWAY CHAMPION

In two colors — red or yellow with aluminum painted exhaust pipe.

Sensational 3 in 1 Toy

SUGGESTED RETAIL PRICE $3.98

One boy tells another about KAR-KING and another sale is made. It's that easy because KAR-KING *is* different.

Here's the finest 3-in-1 car combination to delight any boy. Three units—scale-built models of latest convertible, racer and trailer. Look at the sleek lines—modern design —the very latest from the highway to the speedway.

All 3 units are molded plastic, finest craftsmanship, sturdy construction, beautifully finished in eye-appealing colors.

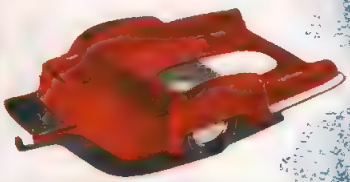
Year 'round appeal—and priced to sell

ATTRACTIVELY PACKAGED
F.O.B MILWAUKEE

ORDER BY NUMBER—KAR-KING No. 800

SPECIFICATIONS

UNIT	LENGTH	WIDTH	HEIGHT
CONVERTIBLE	12"	5½"	3¼"
RACER	6¼"	3½"	2¼"
TRAILER	7¾"	5"	1¾"



3 RACER TRANSPORT TRAILER

In two colors — red or yellow with aluminum painted trimmings.

THE GLEN DIMENSION CO., INC.

2631 South 31st Street Milwaukee 7, Wisconsin

ARCHERY SETS
Sherwood Forest

42-inch Hickory bow, varnished with veloure grip. Waxed bow string. 3 feathered arrows with rubber tips. All mounted on brilliant display card in 3 colors.

Weight per shipping carton 32 lbs.
3 dozen in shipping carton.

7U550—Per doz.. **$16.70**
Suggested retail price $1.00 each.

Robin Hood

30-inch Hickory bow with waxed string. 2—12-inch feathered arrows with rubber tips on 2-color card display.

Weight per shipping carton, 29 lbs.
6 dozen in shipping carton.

7U525—Per doz..... **$8.00**
Suggested retail price $0.50 each.

ARCHERY SETS
Robin Hood

30-inch oval Hickory bow varnished, with red and blue stripes in center. Colored bow string. 2-12-inch arrows with Suction Cups all mounted on a 3-color card display.

Weight per shipping carton, 40 lbs.
12 dozen in shipping carton.

7U15—Per doz..... **$4.00**
Suggested retail price $0.25 each.

DISC MAMMOTH CAPS

By an exclusive process a lubricant is added to all Kilgore Toy Pistol caps. Lubricated caps make the pistols operate easier and add to the life of the pistols. Six caps to disc. Eighteen discs to box. Extra loud caps.

Weight per shipping carton, 14 lbs.
5 dozen boxes in box.
5 gross in shipping carton.

6B108 Per dozen.... **72c**
Suggested retail price $0.05 each

PERFORATED REPEATING CAPS

50 shots to roll, 250 shots to box. Loudest repeating cap made.

Weight per shipping carton, 29 lbs.
5 dozen boxes in box.
10 gross in shipping carton.

6B150—Per dozen.... **72c**
Suggested retail price $0.05 each

TOY PAPER CAP PISTOLS
Captain
Kilgore

Automatic type. 50 shot repeater. Shoots Kilgore perforated caps. Easy to load—Flip up cap magazine. Bright nickel finish. Plastic grip. Length 4½ inches.

Weight per shipping carton, 45 lbs.
1 in a box.
½ gross in shipping carton.

6B9—Per dozen.... **$10.40**
Suggested retail price $0.65 each.

Presto

50 shot repeating cap pistol. Shoots Kilgore perforated caps. Easy to load. Flip up cap magazine. Bright nickel finish, plastic grip. Length 5 inches.

Weight per shipping carton, 53 lbs.
1 in a box.
½ gross in shipping carton.

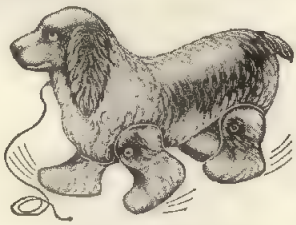
6B18—Per dozen.. **$12.00**
Sugested retail price $0.75 each.

NOMA TOYS FOR LUCKY GIRLS AND BOYS

Colorfully Portrayed — Intricately Detailed

No. 2897—Walking Seal. Appealing perfect in every detail. It's new! It's terrific! It flounders along on its flippers and spins a ball with its nose. No wheels! Nothing to wind up! Just pull the string and he follows. Looks and acts just like the seals that play in the zoo. Features the slick sleeky smooth five seal finish with detailed eyes and whiskers. A durable, fun-lasting, quality toy. Realistically portrayed it is amazing to see this lovable little toy go waddling over the floor after its young master. Measures 7½ inches from chest to tail and is 12 inches tall. Each in attractively packaged package.

Each **$1.45** Per dozen **$16.75**

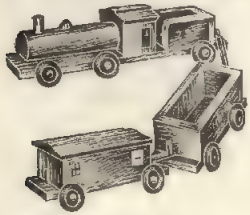


No. 4177—Noma Walking Dog. A favorite among all children—a toy dog that walks realistically when pulled. Naturally proportioned in molded composition with a well shaped body and delightful face. It is hand sprayed in assorted lustrous black and white or brown and white combinations. Besides being able to enjoyably amble along behind its young master, it can be made to sit up and beg and stand at ease. A toy to all children and a lovable pet. Length, 11 inches, height, 8½ inches. Each in box.

Each **75¢** Per dozen **$8.00**

No. 2898—Walking Mammy With Carriage. The most delightful toy for little tots that's ever been made. As new as this morning. Pull the string and Mammy's buttoned black shoes start moving. Mammy is mighty proud of the beautiful carriage which is 8 inches long by 7 inches high and has a top which can be faced in either direction. Mammy is smartly turned out in a polkadot dress and knotted bandana. She wears a bright red sash around her middle. Mammy is 10 inches tall and is as plump and jolly as a barrel of jam. Exquisite detail in her face. Mammy's smile is like a field of sun drenched cotton. Each individually packaged.

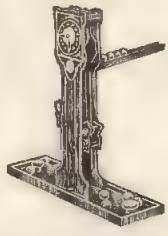
Each **$2.15**



3 Car Train Set

No. 3904—Noma Woodies 3-Car Train Set. Sure to win an ovation from the many lucky juveniles who can enjoy this wonderful 3-car train set. Kiddie appeal lies in its sturdily constructed of select wood. Consists of locomotive and coal tender, gondola and caboose. Finished in bright appealing colors, they all have black treaded effect, composition easy-roll wheels. Has numerals and realistic windows and detail painted in contrasting colors on sides. Strong cord is attached to front for extra handy convenience in pulling around. Measures 30 inches long and is 3 inches in width. Each set individually boxed.

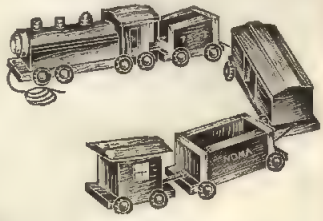
Per set complete **40¢** Per dozen sets **$4.00**



No. 3905 — Noma Hickory Dickory Clock. Features a long 9-inch loading chute that holds 12 highly polished agate taw marbles. Cute mouse design carriages run rapidly up and down hands on the clock turn and bells at base ring when marbles strike. Finished in bright red and appealing natural wood color. An entirely fantazing little toy that is fun to watch and operate and is educational too. Measures 15 inches in length is 4 inches wide and 14 inches high. Each individually boxed.

Per set complete **40¢**

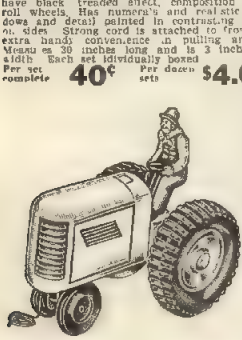
Per dozen sets **$4.00**



5 Car Train Set

No. 3906—Noma Woodies 5-Car Train Set. Here's a chance for the kiddies to become real railroad men. A novel amusing and educational toy, too. Well made of first quality select grained wood with an attractive natural wood finish. Consists of a locomotive tender, gondola, box car and caboose. Has strong, generous length of cord for pulling around. Each car is fitted with rollers, easy black composition treaded effect wheels. Sides of cars have painted numerals and attractive intricate typical railroad details. Measures 28½ inches long, is 2½ inches wide and 2½ inches high. Each set individually packaged.

Per set complete **55¢** Per dozen sets **$6.00**



No. 3910 — Noma Heavy Duty Farm Tractor. Sturdily constructed of molded composition, finished in bright red and black. Features two large driving wheels that make a loud motor noise. Wheels are made of strong black composition with simulated treads. Motor casing is perforated with realistic radiator openings. Has driver sitting on seat with hands on steering wheel. Also has long cord for pulling. Size, 8½ inches long, 8 inches wide. Individually boxed.

Each ..... **40¢**

Per dozen **$4.00**

No. 4178—Noma Walking Duck. A lovable toy that is the youngsters' delight. This adorable duck actually walks when pulled. Expertly made of strong molded composition, and gayly painted in white, black and bright orange. His large rolling eyes and prominent bill add a saucy effect when he is waddling along on his movable, web-like feet. Stands alone, and just the right size, 9½ inches long and 6½ inches wide. Put up in colorful illustrated box.

Each ..... **75¢**

Per dozen .. **$8.00**

Pliotone

THE STARDUST LINE

FOR IMMEDIATE DELIVERY!

NEWEST 1947 *Children's* ALL ELECTRIC PHONOGRAPHS and RECORDS

A real phonograph, not a toy. Sturdy, all metal cabinet . . . Quiet A.C. electric motor . . . Switch control . . . light in weight . . . 6 lbs. over all . . . true tone . . . perfect reproduction . . . exceptional volume. Comes in Royal Blue and Gold, Baby Pink and Blue and Bright Red and Gold. All decorated with sparkling stardust in musical motifs. Individually boxed . . . shipped 6 to a carton.

Pliotone CO.

PLASTIC UNBREAKABLE PICTURE RECORDS
MOTHER GOOSE SONGS AND STORIES
ALBUM OF 3 ASSORTED RECORDS to retail at $1.05

200 Fifth Avenue, New York, N. Y. • Room 357 • A SUBSIDIARY OF PLIOTOYS, INC.

FLOATING ANIMAL ASS'T

Celluloid floating animal assortment consists of: Dog, Cat, Monkey and Elephant. Pink or blue. Approximately 5 inches high.

Weight per box 1¼ pounds.
2 dozen in ass't in box.
(We do not break boxes)

8H2003—Ass't of of 2 dozen..... **$7.20**

Suggested retail price $0.25 each.

FLOATING DOLL ASS'T

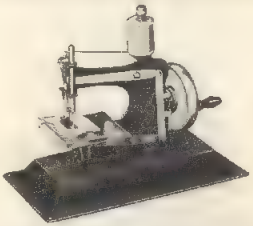
Celluloid floating dolls. 5 styles. Assortment consists of: Cadet Majors, Clowns. 2 styles Boy Doll Mechanic, Undressed Baby, Pink or blue. Approximately 5 inches high.

Weight per box 1¼ pounds.
2 dozen ass't in box.
(We do not break boxes)

8H2002—Ass't of 2 dozen **$7.20**

Suggested retail price $0.25 each.

JUNIOR SEWING MACHINE



The Toy Sewing Machine that really sews. Every girl will want one to make dolly's wardrobe, bedding, etc. Teaches the important rudiments of sewing. Made of all metal, finished in shining nickel and bright colors of non-chipping enamel. Uses standard spool thread No. 30. Self-feed with adjustment for changing size of stitch. A precision machine that will work effectively for years.

Weight, per shipping carton 24 lbs.
Individually boxed.
12 in shipping carton.

8L1—Per dozen.... **$48.00**

Suggested retail price $2.98 each.

JR. MISS SEWING MACHINE

All parts precision built, made of 12 gauge steel. Body of machine has complete housing. Suitable for adults as well as children. Every machine guaranteed to operate. High nickel and baked enamel finish. 8 inches long, 4 inches wide, 6½ inches high Equipped with spool of cotton, needle and fastening clamp.

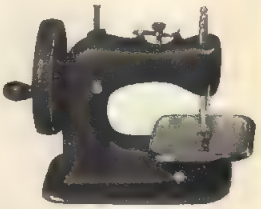
Weight, per shipping carton 37 lbs.
Individually boxed.
1 dozen in shipping carton.

7P650—Dozen . **$120.00**

Suggested retail price $7.50 each.

SEWING MACHINE

Stitch Mistress



Red metal, enclosed body. Chrome sewing area Enclosed wheel 7 inches long, 7 inches high

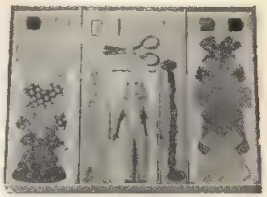
Weight each, — lbs.

1C47—Per doz... **$120.00**

Fair Traded.

Suggested retail price $7.50 each.

SEWING OUTFITS



Sewing Set contains: 1—7½-inch doll, 10 dresses cut out ready to sew, 3 skeins of thread, 1 pair nickel plated scissors, 1 needle and 1 thimble. Packed in box size 13x17x1⅞-inches. **No. 10**—Weight each, 24 pounds.

Weight per shipping cart., 65 pounds.
4 dozen in shipping carton or open stock.

7C1100—Per doz... **$18.00**

Suggested retail price $1.19 each.

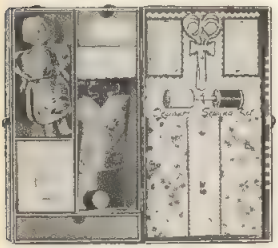
SEWING SET

Attractive sewing Trunk contains 6½ inch Domestic doll with movable arms and stationary legs; cut-out dresses; colored materials; pattern sheet; aluminum thimble; needles; scissors; printed glassine bag containing buttons and vinylite cloth ribbon and lace spools of thread. In attractively lithographed and varnished wrapped toy trunk 11⅞x6⅝x5¾ inches, complete with metal snap lock, handle and hinges. Trunk has two drawers and compartment to hang clothes with cardboard hangers.

Weight, per dozen 22 lbs.
½ dozen in carton.

8P1570—Per doz... **$31.50**

Suggested retail price $2.00 each.



Large, attractive Sewing Kit contains attractive domestic doll with movable arms and stationary legs; assorted colored cut-out dresses; aluminum thimble; needle; card of brightly colored thread; pattern sheet; pair of scissors. In toy suit case 13¾-x7½x2¼ inches with an attractive lithographed and varnished wrap. Kit complete with metal handle and snap lock.

Weight, per dozen 12 pounds.
1 dozen in carton.

8P1567—Per doz... **$16.40**

Suggested retail price $1.00 each.

SEWING KIT

Attractive sewing kit contains 5 atiractively lithographed cut-out cardboard doll; assorted colored cut-out dresses; thimble; card of assorted brightly colored thread; needle; pair of scissors. In toy suitcase 10¾x6¾x-2¼ inches with an attractive lithographed and varnished wrap. Kit complete with metal handle and snap lock.

Weight, per dozen 8 pounds.
2 dozen in carton.

8P1565—Per doz..... **$3.30**

Suggested retail price $0.50 each.

KNITTING AND TAPESTRY SETS

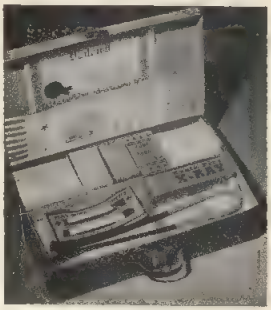
Contains 1 tapestry frame, set up for work; 1 weaving frame with wooden needle, set up for weaving; 4 tapestry outlines—assorted designs, 4 colored sketches for guidance, 9 wool skeins; size box, 20⅛x11¾x1½ inches.

Weight per shipping carton ,82 lbs.
4 dozen in shipping carton or open stock.

7C36-6—Per doz. **$17.80**

Suggested retail price $1.19 each.

LITTLE ARMY DOCTOR KIT



Put up in heavy fiber case, embossed cover with inscription "Little Army Doctor," size 13x8¼ inches, include finished metal imitation clasp and carrying handle. Consists of rubber stethoscope, 2 boxes of candy pills, one play tongue depressor, one play fever thermometer, one box of playland hospital cotton, playland ex-ray, height and weight chart, candy pill envelope, record sheet, doctor's book, prescription blank, playland gauze bandage, doctor's diploma.

2 11-12 dozen in shipping carton or open stock.

Weight per shipping carton, 32 pounds.

9J35—Per dozen .. **$18.00**

Suggested retail price $1.19 each.

8,000,000 Reader Impressions!

Tell the RIG-A-JIG Story in Full Color

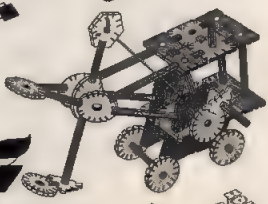
This Color Construction Set Will be Seen Coast to Coast

The thrilling Rig-A-Jig story will be seen by children and their parents throughout the country. Three outstanding consumer magazines . . Children's Activities, House Beautiful, and House & Garden . . . will introduce Rig-A-Jig to the very best of the toy buying public. Other advertising will follow in sustaining buying interest.

for **GIRLS!**

for **BOYS!**

RIG-A-JIG



TOUGH TUBULAR PLASTIC JOINTS

HORN HARD FIBRE PLASTIC

THE WONDER TOY FROM HOLLYWOOD

Regular Set	Super Set
94 pieces	166 Pieces
$1.75 RETAIL	$2.95 RETAIL

It's New! It's Fast! It's Fascinating!

Here's a toy construction set that appeals instantly. Seven basic shapes and colors with connectors make it possible to construct animals, birds and people as well as mechanical and vehicle toys. Color designs take shape like magic because all the Rig-A-Jig shapes fit together accurately, firmly and quickly. The horn hard fibre plastic shapes and tubular plastic connectors will last indefinitely. Dozens of toy ideas are illustrated in the colorful Idea Book provided with each set. Hundreds of others can be made . . . in fact 1001 toys.

Order RIG-A-JIG NOW for IMMEDIATE DELIVERY!

INSURE YOUR SHARE OF OUR 1947 PRODUCTION

Write! Wire! Phone!

EARLIEST ORDERS FIRST SHIPPED

Rig-A-Jig Inc. • 32 W. Washington • Chicago, Ill. Los Angeles: 1202 Venice Blvd.

• CLOTHING BOOKS • PIC-TEE PUZZLES • SOUVENIR SPIN BOOKS • WE-A BRUSH BOOKS •

MERIT STUFFED TOYS

are now in a position to fill the requirements of the trade for popular priced

STUFFED TOYS & NOVELTIES

Our increased production facilities assure the prompt delivery of all accepted orders.

Samples and prices on request.

A TOY OF Merit MADE IN U.S.A.

MERIT TOY CO.

Factory and Permanent Showrooms:

627 BROADWAY
NEW YORK, N. Y.

Producers of "Toys of Merit"

STYLE 400

Sporting Goods

. . . of quality, manufactured to precision specifications for volume sales and greater profit to you.

STYLE 300

STYLE 400 Regulation Size
STYLE 300 Regulation Touch Size
STYLE 344 Junior Touch Size
Dupont's Fairfield fabric . . . waxed stitched . . . patented type valve bladder . . . shipped inflated, needle included.

TRADE DISCOUNTS TO JOBBERS AND WHOLESALE DISTRIBUTORS

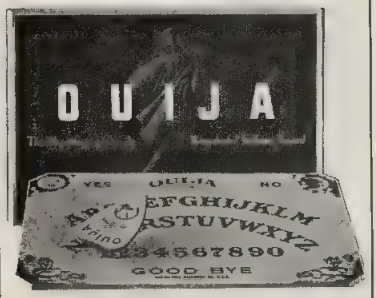
WRITE

Franklin

MANUFACTURING CO.
140 CRESCENT ST., BROCKTON, MASS.

for TWO generations

A household word in American literature and folk-life



Only the GENUINE OUIJA bears this name

WILLIAM FULD

HARFORD and LAMONT AVES.
BALTIMORE 2, MD.

EXCLUSIVE ITEMS

EVERY YOUNGSTER DEMANDS

GENE AUTRY
LONE RIDER
TEXAS STAR RANGER

GUNS

HOLSTER SETS

COWBOY SUITS

M. A. HENRY CO., INC.
1107 BROADWAY NEW YORK 10

Plastic XMAS TREE ORNAMENTS

A Complete Line of DOLLS

THE LESLIE-HENRY CO., INC.

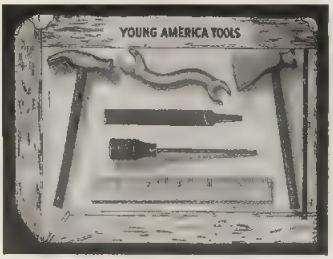
TOY NEWS AND NEW TOYS

REAL MOTOR CRUISER BY SCHILLING

The Schilling Electric Elco Motor Boat, a perfect 14-inch plastic replica of the Elco 27-foot cruiser, is now available. It is designed by the builders of the PT boats of World War II fame. It can be used anywhere there is a three-inch depth of water, in a wading pool, lake, stream, or even the family bath tub. No electric outlet is needed, for it is powered by two standard flashlight batteries. These are inserted in a special covered compartment of the boat, and will give eight hours of service when run continuously. The steering wheel is the switch for the tiny electric motor. The rudder sets the cruiser's course. On a large body of water it can be set so the boat will return to its starting point.

Another powerful sales feature of this new toy is its utter simplicity. A two-year old child can operate it, yet it has tremendous appeal for older children. It's so well designed that the adult hobbyist can add it to his collection. Retail price, $9.95. J. L. Schilling Company, 760 Fifth Avenue, New York 1, New York.

Schillings' Electric Elco Motor Boat is a plastic replica of the Elco 27-Foot Cruiser.



One of the Many Toy Tool sets known as the "Young America Tools" line introduced by George A. Robinson & Co., Inc.

ROBINSON'S YOUNG AMERICA TOOLS

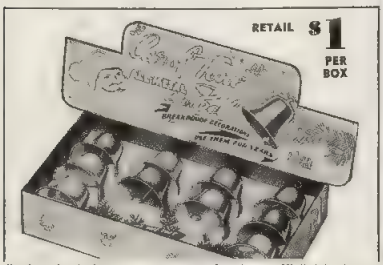
George A. Robinson & Co., Inc., are greatly pleased with the gratifying reception accorded by toy drivers throughout the country on their new line of popular priced toy tool sets. Known as Young America Tools, the line includes a variety of sets to retail from 25c to 50c. The tools are strongly made of quality materials and are attractively mounted on colorful display cards for rapid over-the-counter sale.

It is interesting to note that the George A. Robinson & Co., Inc., is one of the oldest firms in the United States. Their history dates back to 1836 and includes a wide and successful experience in manufacturing and merchandising. The encouraging reception of their toy tool sets line is causing them to make comprehensive plans for the further expansion of this line. A permanent display is maintained throughout the year at the conveniently located showroom of Sam Coplon & Son, 1133 Broadway where Bert Coplon will be pleased to receive New York visitors at all times.

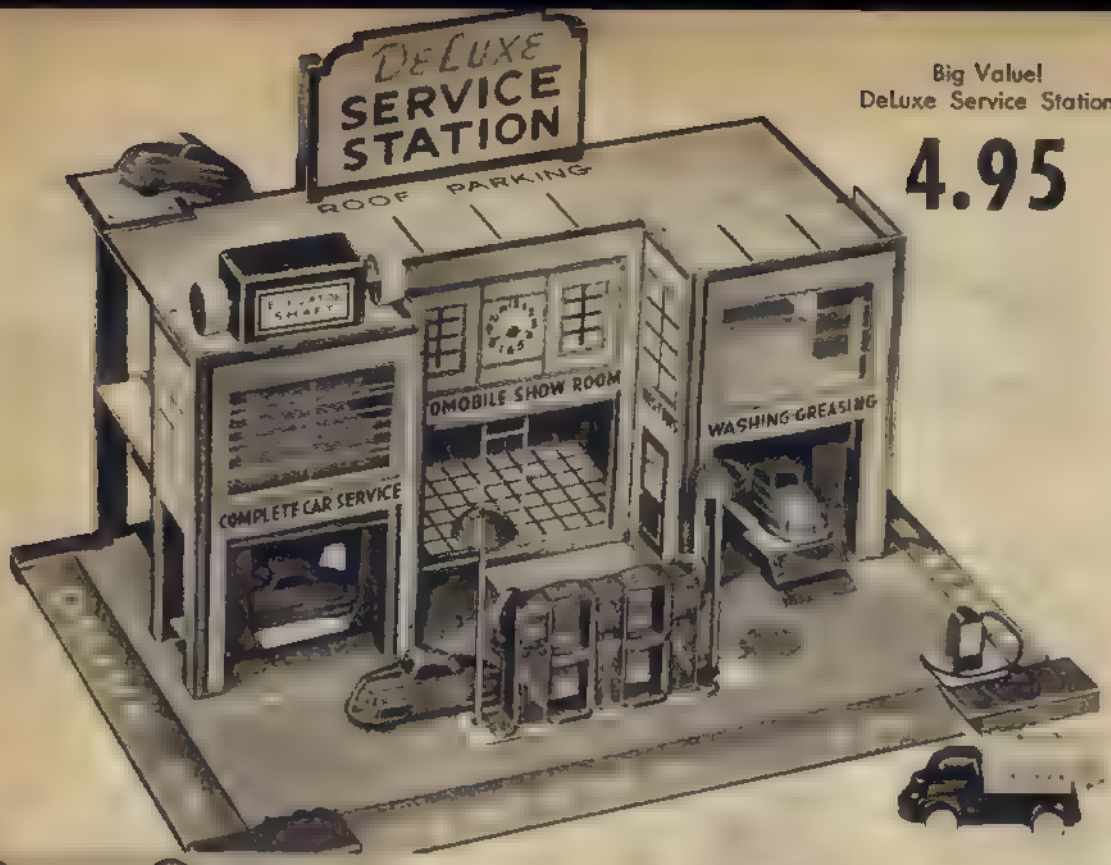
CHROMATIC HARMONICA IN PLASTIC

The Magnus chromatic harmonica is the new all plastic professional harmonica with a shift key for playing sharps and flats. This is molded of Lustron, a styrene plastic product of Monsanto Chemical Company's Plastics Division, Springfield, Mass. It is supplied in gold and silver and has a transparent Lustron case. This item is manufactured by the International Plastic Harmonica Corp., 44 Dickerson Street, Newark, N. J. and is available for immediate delivery. The retail price is $5.50.

This plastic Harmonica is featured by International Plastic Harmonica Corp. of Newark.



Manufactured and Distributed by **Leonard M. Wells, Inc.,** 540 N. Lake Shore Dr. Chicago 11, Illinois



Big Value!
DeLuxe Service Station

4.95

Add Accessories to Your Station—8-Pc. Set
Includes many accessories in the set above. Consists of plastic fillable pump, 3 cans, grease lift, air pump, attendant and silent salesman.
35J 5147 Shpg. wt. 1 lb. 12 oz. 8-pc **1.98**

Give your eager little "businessman" this

DeLuxe Service Station—with 4 cars

- *operates and looks just like a real station*
- *elevator really works—lifts cars to 2nd story*
- *fill the gas pumps, then pump "gas" into autos*
- *move hands on big clock to correct time of day*
- *drive cars up rear ramp to 2nd floor or roof park*
- *grease rack holds car—raises and lowers*

What a happy surprise this shiny-bright mat on will be for good little lads! Sturdily constructed of Tekwood (3-ply fiber with wood center), attractively finished and painted to look and operate like a real station! Knob on roof raises and lowers automobile on elevator!

Set includes four 4-in. cars (2 with fillable tanks), 3 gas tanks (2 are fillable, with hoses and pumps), plastic air pump, 2 attendants, gas alemite, battery, air hose, signal lamps, building and base. Size: 23x18x15 inches. Can be mailed.
A35J 5148. Shpg. wt. 8 lbs. . . . set **4.95**

E-e-e-e-e-e-e! Here's Your Fire Department!
Every boy would like to be "chief" of this swell set! Die-cast construction, metal wheels. Flashy 10-in. Red fire engine with ladders, 10-in. white tow truck with lifting crane and red utility truck. Baked-on enamel. Shpg. wt. 2 lbs. 8 oz.
35J 5146. . . . . . 3 pc. set **1.98**

Colorful 5-Piece Plastic Truck Set
Look at the realistic details! You can remove stakes from the farm truck, fill oil truck's tank, work wrecker—even the gravel truck dumps its load! Each piece is made of tough, sanitary plastic and each measures about 4½ in. long.
35J 5065. Shpg. wt. 1 lb. 8-pc **98¢**

Streamlined Metal 4-Pc. Auto Set
Four sporty models of durable zinc diecast construction; black plastic wheels, metal axles. Jeep is 3¾-in. long, truck, bus and racer about 7 in. long. All brightly enameled in different colors. Sturdy, easy-rolling. Boxed. Order early for Christmas.
35J 5092. Wt. 1 lb. 8 oz. 4-pc **1.19**

Tool Chests—Perfect Gift for Fellows Who Like to Build!

Sturdy Chest Made Exactly Like Ones Real Carpenters Carry!

• *well-made, long lasting tools he'll use for years*

7½-in. all-steel square, 9½-in. wooden mallet, pliers, 3½-in. steel punch, sandpaper block, 14½-in. pointed saw, 10½-in. claw hammer, 6½-in. adjustable plane, 9-in. screwdriver, bottle glue pads, pencil, 6 sheets sandpaper, etc. Chest 18x5 ½x8 in.

A35J 5162. Shipping weight 8 lbs. . . . . 20-Pc. Set **6.69**

Well-Made Tools in Beautifully Finished Hinged Chest

• *chest comes with handy removable tray*

Set contains 12-inch rule, 8½-in. screwdriver, 10½-in. level, carpenter's pencil, 2 steel punches, 10½-in. claw hammer, wood vise clamp, small 4½-in. steel plane, pliers, metal T-square, 12-in. saw, wood chisel, etc. Chest measures 16x6½x4 in.

35J 5161. Shipping weight 6 lbs. 10 oz. . . . . 17-Pc. Set **4.69**

Economically Priced Tool Chest to Please Junior Carpenters!

• *sturdy wooden chest has handle, lock and metal hinge*

• *contains 11 useful carpenter tools to build with*

He'll hammer and saw away like a real carpenter with this handy set! Includes 10¼-in. claw hammer, wood clamp, 8-in. chisel, 7¾-in. screwdriver, 5½-in. forged pliers, 10½-in. level, 12-in. double edge rule; 12-in. saw with steel blade, punch, triangle and metal square. Chest measures 13 inches long.

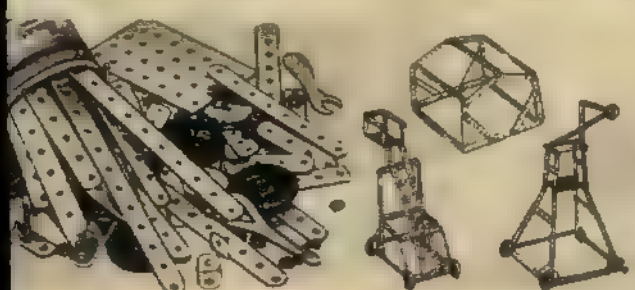
35J 5088. Shipping weight 4 lbs. . . . . 12-Pc. Set **2.39**

Keep Him Busy for Hours with This Low Priced Carpenter Set!

• *includes 8 carpenter tools for building, repairing*

This well-equipped set is especially grand for beginners. You'll be surprised at how quickly your youngster will catch on to carpentering, learning to repair his own toys etc. Useful tools in set consist of claw hammer 10 inches long, screwdriver 8 inches long, color pencil, T-square, 9-inch wooden mallet, wooden triangle, coping saw with blade and 12 in. rule. A grand gift—and a real value!

35J 5160. Shipping weight 2 lbs. 7 oz. . . . . 8-Pc. Set **1.29**



Build with This Steel Construction Set—a Real Bargain!

• *build bridges, derricks, windmills, etc.*

• *includes screwdriver, wrench, nuts, bolts*

Educational and fun! Sturdy 86-piece set includes six 8-in. girders, four 5½-in. girders, two 3-in. girders with bent ends; six 2½-in. girders, 6 adjustable angles, 2 axles, 4 metal hat wheels, 5x1½-in. plate, 2 flat "T's", screwdriver, 4 plastic strips. Assorted bolts and nuts.

35J 5166 Shpg. wt. 14 oz. . . . . 86-Pc. Set **98¢**

98¢

86 pieces

Tiny Press Really Prints!

• *completely equipped*

• *all-metal construction*

• *fun and educational*

• *240 metal characters of actual printers' type!*

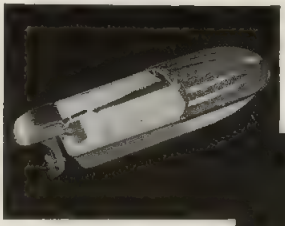
• *comes with instructions*

• *has removable ink disc*

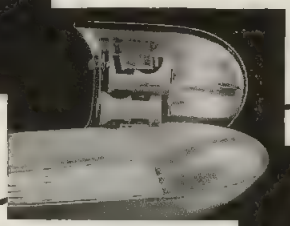
• *order yours today!*

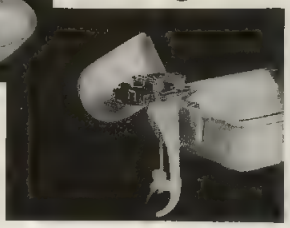
Print papers, calling cards, etc. Set includes wood spacers, case for locking type, roller, tweezers. Press measures 10½x6½x13 in. Complete with instructions. Shpg. wt. 6 lbs. 6 oz.

35J 5199 . . . . . **5.89**



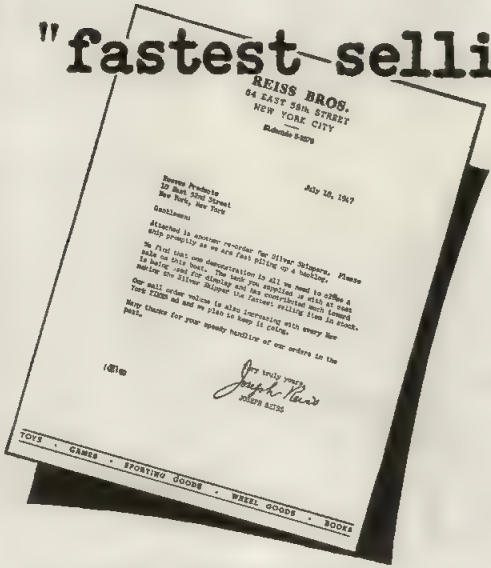
HERE IT IS!





The Silver Skipper

"fastest selling item"



REISS BROS.
64 EAST 28th STREET
NEW YORK CITY
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July 16, 1947

Reeves Products
10 East 52nd Street
New York, New York

Gentlemen:

Attached is another re-order for Silver Skippers. Please ship promptly as we are fast piling up a backlog.

We find that one demonstration is all we need to effect a sale on this boat. The task you supplied it with at cost is being used for displays and has accomplished much toward selling the Silver Skipper in fastest selling item in stock.

Our mail order volume is also increasing with every New York TIMES ad and we plan to keep it rolling.

Many thanks for your speedy handling of our orders in the past.

Very truly yours,
Joseph Reiss
JOSEPH REISS

TOYS · GAMES · SPORTING GOODS · WHEEL GOODS · BOOKS

Everywhere dealers, jobbers and retailers are discovering that the Silver Skipper is the different toy.

Check these seven reasons why you can't miss with the "Skipper":

- ✓ It's the only toy electric outboard motor boat on the market.
- ✓ It's powered by readily available flashlight batteries. (2)
- ✓ It won't short out — hold it under water and watch it run.
- ✓ It's a natural display builder — display tanks supplied at cost.
- ✓ It's non-seasonal—can be used in bathtub, lake, stream or indoor pool.
- ✓ It's absolutely safe — even for the smallest child.
- ✓ It's packaged in bright, eye-catching boxes and standard cartons of twelve.

In other words —
The Silver Skipper is IT
Write today for your shipment.

●

REEVES PRODUCTS, INC. . . . . 10 EAST 52nd STREET . . . . NEW YORK 22, N. Y.

MERRITT ACHIEVEMENTS

Wagons of Distinction

The MERRITT Coaster Wagon

Model M-100RCX — Durable heavy gauge steel construction. Bright red body 17x35¼x4½ inches. One-piece heavy gauge steel, with rolled edge. Nine-inch disc wheels with rubber tires. Self-lubricating oil-impregnated bronze bearing. Individually cartoned. Weight 27 lbs.

MODEL M-105 SIMILAR TO MODEL M-100RCX WITH 10" WHEELS AND 1¾" BALLOON MOLDED TIRES. LIMITED QUANTITIES

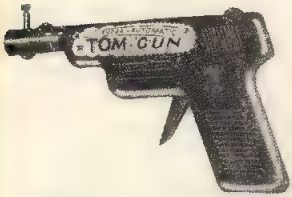
The MERRITT Stake Wagon

Model M-101LCX—Body 17 x 35 x 4 inches. Tongue and groove construction of heavy seasoned woods. Nickel plated tie rods, nuts and washers; paneled seasoned wood stakes; heavy gauge formed steel brackets. Nine-inch artillery-type wheels with rubber tires and floating helical spring bearings. Natural wood finish, black gearing, cream wheels. Individually cartoned. Weight 39 lbs.

Made by MERRITT MFG. CORP., Norwalk, Connecticut

JULIUS LEVENSON & CO.—Sole Agent

SUPER AUTOMATIC TOM GUN



Heavy quality 22 gauge steel construction throughout to take a lot of wear and tear. Perfectly harmless —each trigger squeeze results in brilliant flash and bang. Actual size of gun is 7½x4¼ inches.

Weight per shipping carton, 30 lbs.
4 dozen in shipping carton.

3T—Per doz..... **$9.00**

Suggested retail price $0.59 each.

"ME AND MY BUDDY" CLICKER PISTOL

Wyandotte

A new sensational type of clicker pistol with plenty of action for the small child. Absolutely harmless. Heavy gauge steel—7¾ inches long. Baked enamel finish. Colorful lithographed metal figure of cowboy holding miniature pistol goes back and forth.

Weight per shipping carton, 38 lbs.
Individually boxed.
6 dozen in shipping carton.

J1—Per dozen..... **$6.30**

Suggested retail price $0.39 each.

CLICKER PISTOL

Wyandotte

Colorful lithographed metal 6¾ inches long. Western type gun. Pull trigger—loud report.

Weight, per shipping carton 24 lbs.
1 dozen in box, 12 dozen in shipping carton.

J20—Per dozen..... **$1.68**

Suggested retail price $0.10 each

TARGET PISTOL

Wyandotte

Heavy gauge steel 7¾ inches long Baked enamel finish. Patented feature prevents darts from falling out. Individually boxed with one rubber tipped dart.

Weight, per shipping carton 25 lbs.
6 dozen in shipping carton or open stock.

J25—Per dozen.... **$4.20**

Suggested retail price $0.25 each.

DARTS

Two darts as used with Target Pistol and Target gun mounted on a card.

Weight per shipping carton, 2 lbs.
3 dozen in shipping container.

J37D—Per dozen.. .. **$1.68**

Suggested retail price $0 10 each.

BELL PISTOL

Wyandotte

Heavy gauge steel. 7 inches long. Pulling trigger rings bell. Baked enamel finish.

Weight, per shipping carton 33½ lbs.
Individually boxed.
6 dozen in shipping carton or Open Stock.

J10—Per dozen..... **$4.00**

Suggested retail price $0.25 each.

WATER PISTOL

Wyandotte

A new type automatic "30 shot" repeating water pistol. Just fill it with water and pull trigger—all automatic. Shoots a stream of water for a distance of 25 feet. A new streamlined designed pistol made of heavy gauge steel. Baked enamel finish.

Weight per shipping carton 29 lbs.
Individually boxed.
3 dozen in shipping carton.

J33—Per dozen.... **$13.10**

Suggested retail price $0.85 each.

"SIX SHOOTER" REPEATER PISTOL

Wyandotte

Heavy gauge steel 10 inches long. Baked enamel finish in red. White plastic pistol grips with embossed cowboy design. Authentic reproduction of actual western type six-shooter. Clicking hammer—twirling cylinder finished in black. Cylinder turns and hammer goes back when trigger is pulled. Breech loader. Absolutely harmless.

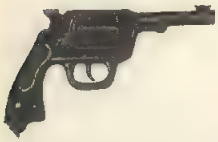
Weight, per shipping carton 27 lbs.
Individually boxed.
3 dozen in shipping carton.

J60—Per dozen.... **$10.70**

Suggested retail price $0.69 each.

AUTOMATIC REPEATING CAP PISTOL

Wyandotte



A completely new type of repeating cap pistol—very simple mechanism. Heavy gauge steel—8½ inches long. Baked enamel finish in red. Very easy to load. Makes a loud report and fires as fast as trigger is pulled. (Will hold any type of roll caps.)

Weight per shipping carton, 30 lbs.
Individually boxed.
3 dozen in shipping carton.

J50—Per dozen..... **$9.80**

Suggested retail price $0.59 each.

PISTOL

Colorful lithographed metal — 7¾ inches long. Imitation pearl handle. Pull trigger—loud clicking sound.

Weight per shipping carton, 22 lbs.
Individually boxed.
6 dozen in shipping carton.

J24—Per dozen..... **$2.50**

Suggested retail price $0.15 each.

RUBBER PISTOL

Black rubber Pistol. 7 inches long.

Weight per shipping carton, 22 lbs.
1 dozen in box.
6 dozen in shipping carton.

5Q710—Per doz..... **$1.68**

Suggested retail price $0.10 each.

DOUBLE BARREL POP GUN

Wyandotte

Heavy gauge steel. 28½ inches long. Walnut finished handle—baked enamel finish. Safety cork retaining device. Self loading break action. Two triggers makes two loud reports.

Weight per shipping carton, 27 lbs.
Individually boxed.
1 dozen in shipping carton.

J35—Per dozen.... **$16.60**

Sugested retail price $1.00 each.

DOUBLE BARREL POP GUN

Wyandotte

Heavy gauge steel 23 inches long. Baked enamel finish, walnut finished handle. Self loading break action. Safety cork retaining device. Two triggers—makes two loud reports.

Weight, per shipping carton 49 lbs.
Individually boxed.
3 dozen in shipping carton.

J46—Per dozen.... **$13.40**

Suggested retail price $0.89 each.

POP GUN

Wyandotte

Heavy gauge steel. 14¾ inches long. Black enamel finish — red wooden handle. Self loading—break action. Safety cork retaining device.

Weight per shipping carton, 14 lbs.
3 dozen in shipping carton.

J17—Per dozen..... **$4.20**

Suggested retail price $0.25 each.

PUMP POP GUN

Wyandotte

Heavy gauge steel. 22 inches long Baked enamel finish, walnut finished handle Pump action, self loading Safety cork retaining device.

Weight, per shipping carton 28 lbs.
Individually boxed.
3 dozen in shipping carton.

J45—Per doz..... **$9.80**

Suggested retail price $0.59 each.

My Season's Best Merchandise Out

JACK SHAPIRO

"COME AND GET 'EM!"

1947 LINES READY for INSPECTION

•

Good Merchandise Prompt Delivery

•

LINES INCLUDE

Cast Metal Toys, Wheel Goods, Toy Soldiers, Hobby Horses, Novelties

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SPECIAL!
"JIM DANDY" ICE SKATES
For Beginners (Double Runners)
All Metal. Attractive Boxed—$8.40 doz. Pr.

Complete with bulbs, battery and wire. Assorted patterns. Individually boxed. $12.00 per doz. — $130.00 per Gross.

Write, phone or wire your order NOW

J. VIGILANTE & CO.
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Queen of the Paper Doll World

TRUDY ©

The amazing new . . . Fast selling

CUT OUT DOLL SET

Here is Toyland's new "best seller" . . . the most sensational item for kids to hit the market in many a year. Yes . . here is a paper doll with *THREE DIFFERENT FACES* . . . a paper doll that

SLEEPS • SMILES • WEEPS

and owns enough clothes to dress and undress her completely a dozen times. There's a plastic scissors, too, that won't cut anything but paper, which means that it's completely safe for any child to play with. America's leading department stores and chains have already ordered and re-ordered in large quantity. So confident are we that TRUDY will do a stand-out job wherever she is displayed that we will ship as little as one dozen in order to "start the ball rolling". Mail your order NOW and watch *TRUDY* pile up profits for you!

A FEW LEADING RETAILERS FEATURING THE TRUDY PAPER DOLL

BLOOMINGDALE'S
MACY'S
HEARNS
RICH'S
FOLEY BROS.
W. C. STRIPLING
BULLOCK'S
CARSON-PIRIE-SCOTT
JORDAN-MARSH
KRESGE
WOMRATH'S
and many others

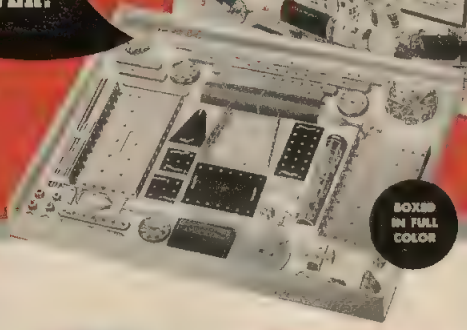
$7.20 PER DOZ. — FIXED RETAIL PRICE: 98¢
TERMS: 2% — 10 DAYS, NET 30 — IMMEDIATE DELIVERY!

A. T. R. PUBLISHING CO., INC. • 74 Leight St., New York 13, N. Y.

Compare Construct-O-Craft Steel Construction

Sets for Workmanship . . . for Value . . .

FOR REPEAT SALES-POWER!



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Get In Your Order Early! NOW!

You'll find the CONSTRUCT-O-CRAFT Line a standout for quality, versatility, and price. For instance, every part in the BIG Model 500 and the super-value Model 300 is precision-machined, down to the clock brass studs! And to show your customers what they can really do with a CONSTRUCT-O-CRAFT, 12 different assemblies of handbook models are available at cost for your counter and window displays. (Model 500 shipped 6 to a carton, wt. 29 lbs.—Model 300 shipped 12 to a carton, wt. 32 lbs.)

Model 550 Micro Motor—115 v.a.c. 60 cycle

Fully cased in aluminum . . . Baked black wrinkle finish . . . Louvred front and back . . . 3⅛" high x 2⅜" wide, with steel base.

*Plug in DIRECT to electrical outlet . . . No exposed windings or connections!

RETAILS $5.95 COMPLETE

GUARANTEED UNCONDITIONALLY FOR ONE YEAR!

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CONSTRUCT-O-CRAFT
PRECISION MADE
EMBOSSED STEEL

MODEL 500
$6.95 RETAIL

MODEL 300
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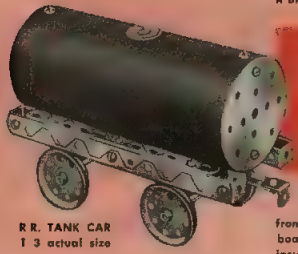
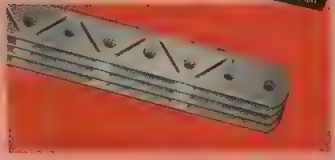
CONSTRUCTION SETS

A BIG, HANDSOME 36-PAGE HANDBOOK WITH EVERY SET!



R R. TANK CAR
1 3 actual size

Our specially designed, lasting Part 505, made from flexible, vulcanized fibre board, has many uses. (Note inside construction of tank.)



HERE'S TOP QUALITY!

For added rigidity and strength, the cold-rolled steel girders and channels are attractively embossed under 60 tons pressure — thus insuring durability and life-long service.

FREE!
A variety of ad mats may be had for the asking. Specify widths.

BOXAR TOOL & MFG. CO. • 2240 WEST OGDEN AVENUE • CHICAGO 12, ILLINOIS

Queen of the Paper Doll World

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CUT OUT DOLL SET

Here is Toyland's new "best seller" . . . the most sensational item for kids to hit the market in many a year. Yes . . . here is a paper doll with *THREE DIFFERENT FACES* . . . a paper doll that

SLEEPS • SMILES • WEEPS

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MACY'S
HEARNS
RICH'S
FOLEY BROS.
W. C. STRIPLING
BULLOCK'S
CARSON-PIRIE-SCOTT
JORDAN-MARSH
KRESGE
WOMRATH'S
and many others

$7.20 PER DOZ. — FIXED RETAIL PRICE: 98¢
TERMS: 2% — 10 DAYS, NET 30 — **IMMEDIATE DELIVERY!**

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MECHANICAL FEATURES OF PORTABLES

- Standard 4-row, 84-character anti-glare keyboard
- Convenient two-color ribbon adjustment lever
- Automatic ribbon reverse, paper release lever
- Left hand line space and carriage return lever
- Single and double line spacing adjustment lever
- Handy back space key . . . type guide . . . space bar
- Right and left shift key, shift lock for capitals
- Stencil cutting adjustment; carriage release lever
- Right and left margin stops; margin release lever
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Portable Typewriters

"but of all my treasures, this is king,
for there's very few now
possess such a thing."

Royal "Deluxe" Portable Typewri

$89.57
$9 down
$8 monthly

- Royal's Magic Margin saves you much tim
- Royal's construction for quiet operation
- Royal's bar action gives maximum speed
- Royal's touch control adjusts tension to yo

The "Deluxe" model . . . Royal's best . . . is truly "deluxe" in aspect. Famous magic margin sets the margin automatically v mere flick of your fingers; no bothersome interruptions to turn the paper table. The precision-construction also affords you the mum quiet in typewriter operation. Has convenient, easily adj "touch-set" tabulator . . . makes columns easily and neatly. lock holds paper firmly in place. Black crackle finish. Weight 1 6 oz. in included carrying case. *Express prepaid.* (Shpg. wt. 20 lbs

3 NM 4508T—Pica type. Cash or terms . . . . . $
3 NM 4509T—Elite type. Cash or terms . . . . . (

Remington "Deluxe" Model 5 Portable

$78.97
$9 down
$7 monthly

- Self-starting paragraph key
- Touch regulator adjusts tension
- Easy-typing concave keys
- Paper table with guide and scale

Sleek and modern in appearance . . . expertly designed for the maximum speed and durability. Long carriage return enables greater ease of movement, less interruption . . . thus affords greater speed. Has type guide for perfect type alignment, automatic ribbon reverse, touch regulator and many more features. Black enamel and nickel finish. Weighs 15 pounds 6 ounces in included case. *Shipped express prepaid.* (Shipping weight 20 pounds)

3 NM 4548T—Pica type. Cash or terms $78.97
3 NM 4549T—Elite type. Cash or terms 78.97

How To Order Portable Typewrite

All portables shown on this page are available b
recommend shipment by freight or express.
which you prefer. Charges are prepaid either way.

ACTUAL SIZES OF PICA AND ELITE TYPE

This is Actual PICA Ty
This is Actual ELITE Type

Elite type (12 letters per inch) is smaller than
Pica type (10 letters per inch). Convenient car
case included with each portable. *State catalog n*

Remember . . . there is no extra charge for orderi
portables on Sears Easy Terms. Take up to 15
months to pay for it . . . same price, cash or ter

Streamlined Corona Clipper

$71.55
$7.50 down
$6 monthly

- Floating shift for fast typing
- Touch selector adjusts tension
- Handy two-color ribbon reverse

A speedy, rugged and efficient portable. Has floating shift . . . only type moves when shifting, not entire carriage. Black crackle finish. Weight 16 pounds in case. *Express prepaid.* (Shipping weight 20 pounds)

3 NM 4525T—Pica type. Cash or terms . $71.55
3 NM 4526T—Elite type. Cash or terms . 71.55

Corona Sterling Portable

$82.15
$8.50 down
$7 monthly

- Exclusive floating shift device
- Tabulator key adjusts columns
- Fast type bar speed booster

An extra sturdy and dependable typewriter. Has floating shift, touch selector to adjust key tension and folding extension arm. Black crackle finish. Weighs 17 pounds in case. *Express prepaid.* (Shipping weight 20 pounds).

3 NM 4521T Pica type. Cash or terms . . $82.15
3 NM 4522T—Elite type Cash or terms . . 82.15

Underwood Champion Portable

$88
$9
$8 m

- Inbuilt tabulator aligns work easily
- Adjustable paper guide for neat work
- Paper finger holds cards and labels

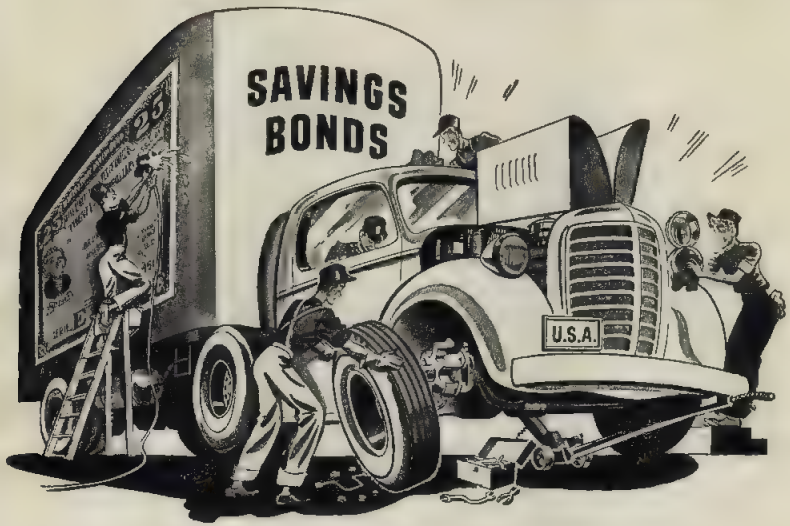
A real champion. Automatic ribbon reverse, 2-color ribbon, stencil lever. Gray c line enamel finish with nickel plated fittings. case, weighs 16 pounds. *Shipped express p* (Shipping weight 20 pounds).

3 NM 4527T Pica type. Cash or terms. . . $
3 NM 4528T -Elite type. Cash or terms .

Manufacturers' Federal Excise Tax is included in the price wherever it applies

Time for a

Spring Check-up . . .



on the plan that delivers Peace of Mind

THANKS to the work of patriotic volunteers, the U. S. Savings Bonds program has carried America a long way up the road to economic security.

During 1946, in spite of all the problems and uncertainties the nation faced, sales of Savings Bonds *exceeded redemptions* by $1,389,216,000. The success of this great sales operation has helped stem the tide of inflation, has reduced public debt holdings of the banking system, and has given millions of citizens a stake in their country and a profitable investment in their own futures.

Yes, we've come a long way—but the trip isn't over! Now is the time to check up on your Payroll Savings Plan. Make sure that all your new employees are familiar with its advantages. Remind *all* your employees that there's no easier, surer way to build their own futures—and America's—than by buying Bonds regularly through the Payroll Savings Plan. Every $3 invested pays $4 at maturity!

For any help you need in conducting the Payroll Plan, call on your State Director of the Treasury Department's Savings Bonds Division.

New Savings Bonds Plan won't affect the P.S.P.

SOON the Treasury Department and the banks of America will make it possible for farmers, doctors, and other self-employed people to participate in "automatic" Bond buying by special arrangement with their banks. This extension of the Savings Bonds program is not a partial payment plan and is intended *only* for people who are not in a position to take advantage of the Payroll Savings Plan.

The Treasury Department acknowledges with appreciation the publication of this message by

PLAYTHINGS

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and The Advertising Council.

FAST SELLING JUVENILE VALENTINES

No. 53—Playtime Valentines. An excellent assortment of medium size die-cut cartoon characters in various playtime sports with novelty fold-overs. Made of finest smooth textured heavy cardboard. Colorful and appealing to all the kiddies. Put up 144 in box
Per box of 144 ..... **90¢**

No. 54—Charming Foldover Valentines. A fast selling economically priced assortment that is unusually popular with juveniles Medium size with die-cut shapes and novelty folds. Features amusing cartoon characters with appealing captions and verses Put up 144 in box.
Per box of 144 ..... **90¢**

No. 55—Clever Travel Style Valentines. An amusing assortment of medium size die-cut Valentines that really sell. Features assorted characters in various travel scenes with novelty fold-overs. Colorfully styled to appeal to all. Put up 144 in box.
Per box of 144 ..... **90¢**

No. 56—Lovable Girl and Boy Style Valentines. An appealing assortment of colorful die-cut Valentines that have novelty folds. Feature lovable boy and girl styles with appealing verses and captions. Lithographed in full bright colors. Put up 144 in box
Per box of 144 ..... **90¢**

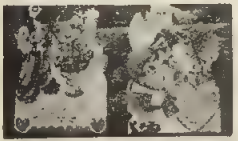
No. 50—Unique Peep-Hole Style Valentines. Comprised of medium size die-cut cartoon characters with new amusing peep-hole fold style now so very popular. Feature traditional Valentine colors and humorous verses and captions. Die-cut from heavy smooth textured fine quality cardboard Put up 144 in box.
Per box of 144 ..... **85¢**

No. 51—Irresistible Double Foldover Valentines. Uniquely designed to appeal to everyone. Features cute cartoon characters with novel double foldovers. Have appropriate captions and verses. Lithographed in full bright colors on heavy die-cut smooth textured cardboard. Put up 144 in box.
Per box of 144 ..... **85¢**

No. 52—Teacher Style Valentines. Every child will buy several of these delightful, specially designed, Valentines. Made in medium size featuring large red hearts and cute captions and verses. Die-cut from heavy smooth cardboard with brightly lithographed colors. Made for children to give their teacher Put up 144 in box.
Per box of 144 ..... **85¢**

No. 45—Humorous Character Valentines. A fast selling economically priced assortment that is remarkably popular with juveniles Medium size with die-cut shapes and featuring big red hearts and cute sayings. Made of heavy smooth textured cardboard, they are brightly lithographed in many attractive colors. Put up 144 in box.
Per box of 144 ..... **60¢**

Excellent Assortments Popular Priced Cards



No. 26—Delightful Animal Fold-Over Valentines. The kiddies will buy these like wildfire Consists of large size die-cut animal characters in various amusing activities. Lithographed in full bright cheery colors. Has novelty folds with cute sayings. Put up 144 in box
Per box of 144 ..... **95¢**

No. 27—Cute Classmate Style Valentines. Exceptionally popular among the younger set, these new Valentines are a real sales value Well made of heavy smooth textured cardboard in a wide variety of cute classmate styles Designed for classmates to give each other. Put up 144 in box.
Per box of 144 ..... **95¢**

No. 28—Novelty Fold-Over Valentines. Repeatedly proven to have great juvenile sales appeal, these new Valentines have novelty cartoon characters in various musical activities Brilliantly lithographed in bright colors, they are well made of heavy die-cut cardboard. Put up 144 in box.
Per box of 144 ..... **95¢**

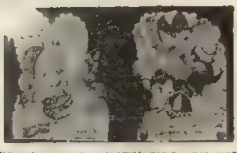
No. 42—Amusing Animal Valentines. An amusing assortment of small die-cut Valentines that really sells. Features assorted animals and entertaining captions that delight youngsters Brightly lithographed and made from the finest grade of paper Has appealing large red hearts. Put up 144 in box.
Per box of 144 ..... **50¢**

No. 43—Popular Valentine Assortment. A small size Valentine that is a big sales value. Cutely made from die cut heavy cardboard in a wide array of amusing activities with large flirty eyed characters. Lithographed in full rich bright colors to appeal to all. Put up 144 in box.
Per box of 144 ..... **50¢**

No. 38—Cute Animal Style Valentines. Consists of a colorful variety of small die-cut novelty Valentines that feature cartoons of cute animal characters. Has appropriate verses and captions. Well made of heavy smooth textured cardboard with brightly lithographed colors. Put up 144 assorted in box.
Per box of 144 ..... **45¢**

No. 39—Clever Activities Valentines. An exquisitely designed moderately priced new Valentine assortment that is a real value. Features cute juvenile characters in various clever activities with appropriate pleasing captions and verses. Made of heavy die-cut smooth textured cardboard. Put up 144 in box
Per box of 144 ..... **45¢**

No. 40—Activities Valentines. Features large red hearts with a wide array of cute juvenile characters doing clever activities. Each has appealing captions and verses. Very well made of die-cut heavy smooth cardboard with brightly lithographed colors. Put up 144 in box
Per box of 144 ..... **45¢**



No. 44—Adorable Animal Style Valentines. Uniquely designed to appeal to all the kiddies these well made Valentines feature cute animal cartoon characters with fold-over and appropriate verses and captions Lithographed in full bright colors. Put up 100 assorted folders in box with envelopes
Per box of 100 ..... **$1.40**

No. 25—Attractive Double Character Valentines An adorable assortment of cute die-cut large size Valentines that really sell Made of heavy smooth cardboard with a wide variety of novelty folds and double girl and boy characters. Put up 100 in box with envelopes.
Per box of 100 ..... **$1.40**

No 48—Cartoon Character Valentines. A completely new designed Valentine with plenty of kiddie appeal. Consists of large size die-cut Valentines with nationally known cartoon characters in various activities Lithographed in bright cheery colors with assorted cute verses and captions. Put up 100 assorted in box with envelopes.
Per box of 100 ..... **$1.40**

No. 49—Dainty Playmate Valentines. A top quality group of large size Valentines with appropriate captions and verses. Die-cut from heavy smooth textured cardboard with cute playmate styles. Lithographed in full bright colors. Put up 100 assorted in box with envelopes
Per box of 100 ..... **$1.40**

No. 46—Novelty Fold Valentines. Cute as the dickens and a fast seller too! Consists of a wide variety of amusing die-cut juvenile characters with newest novelty folds Made in medium size of heavy smooth textured cardboard lithographed in full bright colors. Has laughable captions and verses Put up 144 in box.
Per box of 144 ..... **80¢**

No. 47—Clever Double Character Valentines. Cute flirty eyed characters with appealing double character novelty folds. Made of die-cut heavy cardboard, they all have clever captions and verses. Lithographed in bright colors. Feature large red hearts. Put up 144 in box.
Per box of 144 ..... **80¢**

No. 29—Boy and Girl Sweetheart Valentines. Large size, cute cartoon characters, novelty fold-overs make this assortment a favorite by a wide margin among juveniles. Brightly colored with appealing verses and captions These exquisite new Valentines are made of heavy die-cut smooth textured cardboard. A real Valentine value Put up 144 in box.
Per box of 144 ..... **$1.00**

VOGUE VELVA BABY

CLOTHES! . . . ACCESSORIES! . . . THIS 18" ALL-LATEX BODY* BABY DOLL IS DESIGNED BY VOGUE CRAFTSMEN FOR EXTREME DURABILITY. . . . YOUR GUARANTEE OF REPEAT SALES OF FAMOUS VOGUE ACCESSORIES. . . . SALES COMPELLING LAYETTE ACETATE CASES, ROMPERS, DRESSES, SLIPS, NIGHTIES AND BONNETS.

** Pure foam latex stuffing.*
Sold with diaper, bib, sunsuit, shoes and stockings.

A Vogue Dolls, Inc. ORIGINAL

Factory:
Medford 55, Mass.

New England:
Hazel C. Willis Assoc.
Parker House
Boston, Mass.

South:
A. H. Fremont
7301 N.E. 5th Ave.
Miami 38, Florida

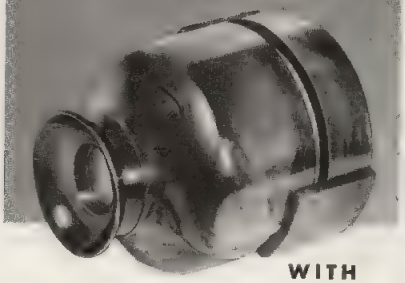
Mid/West:
Mrs. E. D. Leavitt
1522 Merchandise Mart
Chicago, Ill.

West:
Erisch-Lee Co.
718 Mission St.
San Francisco 3, Cal.

NEW YORK SHOWROOMS: AL MORITZ, 1107 BROADWAY, SUITE 400, NEW YORK, N. Y.

Profitable Quick Selling!

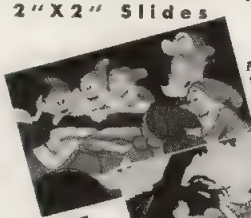
DURABLE PLASTIC VIEWER



WITH

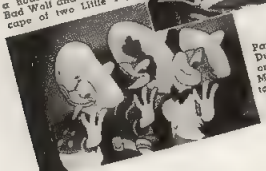
Set of 10 Beautiful Walt Disney FULL COLOR 2"X2" Slides

$3.95 RETAIL PRICE



SNOW WHITE AND THE 7 DWARFS
Story of Snow White meeting Prince Charming and near-tragedy that followed, averted by the Dwarfs.

THE THREE LITTLE PIGS
Showing how each built a house—coming of Big Bad Wolf and narrow escape of two Little Pigs.

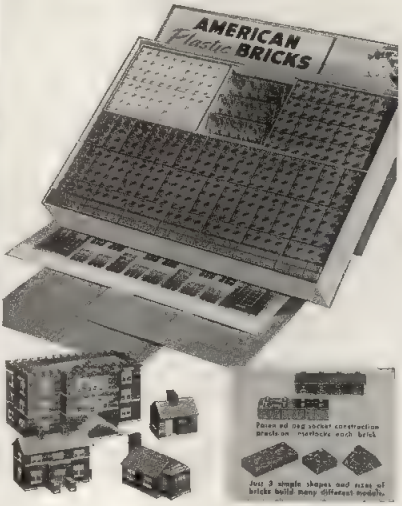


THE THREE CABALLEROS
Panchito takes Donald Duck and Joe Carioca on magic carpet, thru Mexico. Highly entertaining.

AN ATTRACTIVE OFFER THAT IS SELLING FAST!
AVAILABLE FOR IMMEDIATE DELIVERY. DEPT. 105.

HOLLYWOOD FILM ENTERPRISES, Inc.
6060 Sunset Blvd. Hollywood 28, Calif.

NEW



Here's the construction set you need to help make '47 your biggest toy year.

Girls and boys will build doll houses and schools, plane hangers and bridges in true-to-life miniature. Adult home planners can first create the house of their dreams in their own living rooms. And, model train fans can have the realistic right-of-way villages they've always wanted.

Yes, American Plastic Bricks have sure-fire consumer merits - real salability from market appeal, through design and function, down to attractive display packaging. Featured in your hobby or toy land they will thrill and sell old and young alike.

Two profitable sizes, 200 and 400 pieces, retailing at popular prices. Write for Halsam's new catalog for complete information.

AMERICAN PLASTIC BRICKS

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4114 Ravenswood Ave. HALSAM American Heritage Made in the U.S.A. Chicago 13, Illinois

1917—*Famous Quality Toys for 30 Years*—1947

Vogue Dolls, INC.

VELVA BABY

NOW!! FOR LASTING SOFTNESS, ***NATURAL*** RUBBER SKIN HAS BEEN MADE AVAILABLE FOR USE IN THIS REMARKABLE 18" BABY DOLL. DESIGNED BY VOGUE CRAFTSMEN, DEVELOPED BY WORLD FAMOUS FIRESTONE RUBBER ENGINEERS AND MANUFACTURED WITH EXCLUSIVE FOAM LATEX STUFFING*, OUR VELVA BABY IS EVERYTHING EXPECTED OF RENOWNED VOGUE WORKMANSHIP.

*Pat. Applied For

Sold with diaper, bib, sunsuit, shoes and stockings.

Factory:
Medford 55, Mass.

New England:
Haze, C. Willis Assoc.
Parker House
Boston, Mass.

South:
A. H. Fremont
7301 N.E. 5th Ave.
Miami 38, Florida

Mid-West
Mrs. E. D. Lenvitt
1522 Merchandise Mart
Chicago, Ill.

West
Erlach Lee C.
718 Mission St.
San Francisco 5, Cal.

NEW YORK SHOWROOMS: AL MORITZ, 1107 BROADWAY, SUITE 400, NEW YORK, N. Y.

OUTSTANDING

BLACKBOARDS

Fine furniture for the child's room — designed and constructed as only TREND HOUSE can. Solid hardwood, precision fitted, beautifully designed and finished. Famous Graphic-Slate Blackboards for lifetime wear, easy writing and cleaning, with high "contrast" to prevent eye-strain. Distinctive Educational Charts and special features including the new flat-fold space saving hinge. All sizes, with chalk and eraser. Write, wire or phone today.

TREND HOUSE

MAIN OFFICE:
1611 N. Wolcott Ave.,
Chicago 22, Illinois

EXPORT OFFICE:
D. A. Arroyo
5323 W. Lake St.,
Chicago 44, Illinois

REPRESENTATIVES

HUGH KENNEY
1443 Midse Mart, Chicago
A. H. DELFAUSSE CO.
200 Fifth Ave., New York
BURGESS TOY SALES CO
70 Houston St., N.E., Atlanta
J. R. MELTON
324 Santa Fe Bldg., Dallas
LEO SCHERRER
2840 W. 93rd St., Seattle
ERLACH-LEE COMPANY
1355 Market Street, San Francisco

Adorable Miniature Dolls

5" Doll Groups

BIRTHSTONE

12 to set — Each Birthstone Doll has the correct stone of the month embroidered on her dress. A card explaining the significance of the stone and a poem, appropriate for the month, is packed in each box.

FOLKSONG: 12 dolls of 12 nations wearing native costumes. Each has the accepted Folk-Song of her country and a thumb-nail sketch of her native land

BRIDE AND GROOM: Sweet as a honeymoon

LITTLE MISS MAYFAIR 6 to set — Dressed for School, Cooking Class, Graduation, Sunday, Parties and Bed

7" Doll Groups

BRIDAL PARTY

Set of 6 — 2 brides, mother, bridesmaid, honeymoon negligee and traveling negligee.

SWEETHEART CLUB: Set of 6 — 2 brides and 4 other sweethearts

THE SISTERS: Two very special dolls, Lulu Belle and Susie Belle

11" Doll Group

HOLIDAY SERIES: Set of 6 — Christmas, New Years, Thanksgiving, Fourth of July, Bride and Bridesmaid

Mayfair

DOLL AND TOY COMPANY, INC.

Factory: 42 Tiffany Place, Brooklyn 2, N. Y.
Showroom: 200 Fifth Ave. (Room 405) New York

Vogue Velva Baby

The only all-latex-body doll on the market . . . so human to the touch it feels like real flesh. Designed by Vogue craftsmen for extreme play value, Vogue Velva Baby combines heavier working parts, lasting adhesives, air-molded foam latex stuffing and tested neoprene skin to produce a durable companion for the child who really plays with her toys. There is nothing to rust or break down from contact with moisture. The play-tested Vogue Velva Baby can be sold to your customers with pride!

Length, 18".
Sold with diaper, bib, sunsuit, shoes and stockings.

A Vogue Dolls, Inc. ORIGINAL

4 Mystic Avenue
Medford 5, Mass.

KAY KAMEN LTD

1270 AVENUE OF THE AMERICAS...NEW YORK 20, N. Y...U.S.A.
WORLD LICENSING REPRESENTATIVES FOR THE COPYRIGHTED

WALT DISNEY CHARACTERS

Write for the new
WALT DISNEY CHARACTER
MERCHANDISE CATALOGUE
Just off the press.

KAY KAMEN LTD

1270 AVENUE OF THE AMERICAS • NEW YORK, 20, N. Y., U. S. A.
HOLLYWOOD OFFICE: 9155 SUNSET BOULEVARD • HOLLYWOOD, 46, CALIFORNIA

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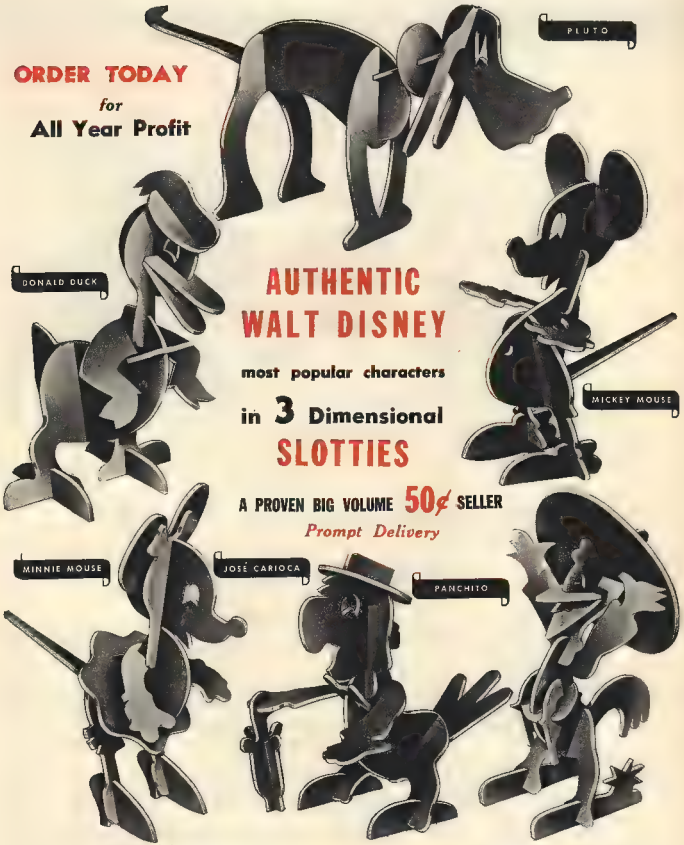
WALT DISNEY CHARACTERS

COPYRIGHT WALT DISNEY PRODUCTIONS



ORDER TODAY
for
All Year Profit

AUTHENTIC WALT DISNEY

most popular characters

in **3** Dimensional

SLOTTIES

A PROVEN BIG VOLUME **50¢** SELLER

Prompt Delivery

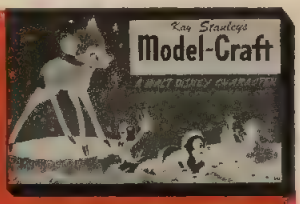
MANUFACTURED BY

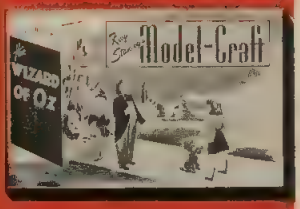
CONTAINER CORPORATION OF AMERICA

111 WEST WASHINGTON ST., CHICAGO, ILL.

SOLD BY: SAM WEISMAN: Room 209, 200 Fifth Ave., New York

Repeat Sales





MODEL-CRAFT

NEW YORK OFFICE—200 FIFTH AVE. BLDG., SUITE 430

LOS ANGELES OFFICE—1105 BROCKMAN BLDG.

JONES AND SWARTZ

Model Craft Inc.

521 WEST MONROE ST., CHICAGO 6, ILLINOIS

Courtland Mfg. Co. displays Walt Reach toys in one of the showcases in their permanent showroom at 1107 Broadway, New York, Room 400: among the toys displayed is the red hot Mechanical Fire Truck with the automatically operated ladder that springs up when the truck strikes an object; "Advance sales on this item have been terrific," says Walter Reach, president of Courtland, "and we anticipated large orders when buyers saw this new item during the Toy Fair"

"Multi-Kwik" Roller Skates to Philadelphia.

The Roller Skate Corporation of America has just announced that they have taken over the nationally famous line of Multi-Kwik Roller Skates. They will supervise, in every detail, the manufacture, sale and merchandising of Multi-Kwik Roller Skates.

An extensive advertising campaign is planned for eight different trade publications which will be backed up with a national consumer campaign with ads in *Life, Saturday Evening Post, Good Housekeeping* and several youth publications.

Multi-Kwik Roller Skates will continue to be manufactured in the same three popular models "Senior" (ball-bearing roller skate for older children and adults), "Freshman" (combination rubber wheel roller skate and ice skate) and "Beginners" (16 disc wheel roller skate for very young children).

The Roller Skate Corporation of America's general offices are located at 1649 North Broad Street, Philadelphia 22, Pa.

They have announced the appointment of the Solis S. Cantor Advertising Agency of Philadelphia and Miami Beach to handle their advertising.

GIANT SIZE RABBIT IS POPULAR

From a single toy—especially made for Frederick & Nelson's famed "Santa Claus window" in Seattle during the holiday season—Big Bunto, giant size rabbit manufactured by the Coronet Toy Manufacturing Company of Seattle, has jumped to unexpected and unprecedented popularity, Mac S. Sprincin, manager, reports.

Big Bunto—31½ inches from the tip of his nose to the end of his tail—has almost overnight become the sensation of the popular Coronet line. From original plans to feature Big Bunto solely as a window display feature, he has become a full-fledged member of the Coronet line. Like his other playtime pals (Felix the Cat; Fuzz Rabbit; Joey Natik, the white seal; Suzy, the Teddy Bear, etc.), Big Bunto is made of lustre rayon plush, carries a lifetime guarantee, comes cellophane-sanitary sealed, and is entirely stuffed with Fluffila—Coronet's exclusive stuffing that is less than half the weight of ordinary stuffing.

Big Bunto shared the spotlight with a number of other new creations at the Coronet display in Room 868, McAlpin Hotel, during the Toy Fair.

THIS IS **KITE** MONTH

SO ARE OTHER WARM WEATHER MONTHS

And We Have . . .

The Last Word in KITES!

★ **Unbreakable MAGNESIUM Kite Sticks!**
★ **Paper as Tough as Leather!**
★ **It Really Flies!**

POPULAR PRICES

Guaranteed Immediate Deliveries

PUL-A-PART CORPORATION

603 S. NIAGARA STREET — SAGINAW, MICHIGAN

Mount up higher PROFITS now

- HEAVY STEEL CONSTRUCTION
- WILL SUPPORT OVER 100 LBS.
- DUAL REAR WHEELS
- GLEAMING BAKED RED ENAMEL FINISH
- HEAVY DUMP LEVER
- SIZE 12"L, 4¾"H, 5⅜"W.
- INDIVIDUALLY WRAPPED
- 12 TO DIVIDED CARTON
- SHIPPING WT. 30 LBS.

with the famous Kisco toy dump truck

NOTE: SAMPLES SENT ON REQUEST

Usual trade discounts to dealers and jobbers—all deliveries F. O. B. Chicago

IMMEDIATE DELIVERY

KISCO PRODUCTS, INC.

180 W. RANDOLPH STREET, CHICAGO 1, ILL.

NOW AVAILABLE FOR WIDE-AWAKE MANUFACTURERS, SMART ENOUGH TO CASH IN ON THE TREMENDOUS POPULARITY OF CARTOON CHARACTERS LOVED AND ENJOYED DAILY BY MILLIONS OF MOVIE FANS.

EXCLUSIVE FRANCHISE
WRITE, WIRE OR PHONE.

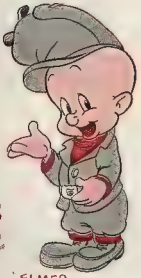
WARNER BROS. CARTOONS INC.
1351 N. VAN NESS AVENUE,
HOLLYWOOD 28, CALIFORNIA
GLADSTONE 4131.

You need that HYPO now!

TREMENDOUS SALES BUILDERS

WARNER BROS. CARTOON CHARACTERS

of MERRIE MELODIES and LOONEY TUNES

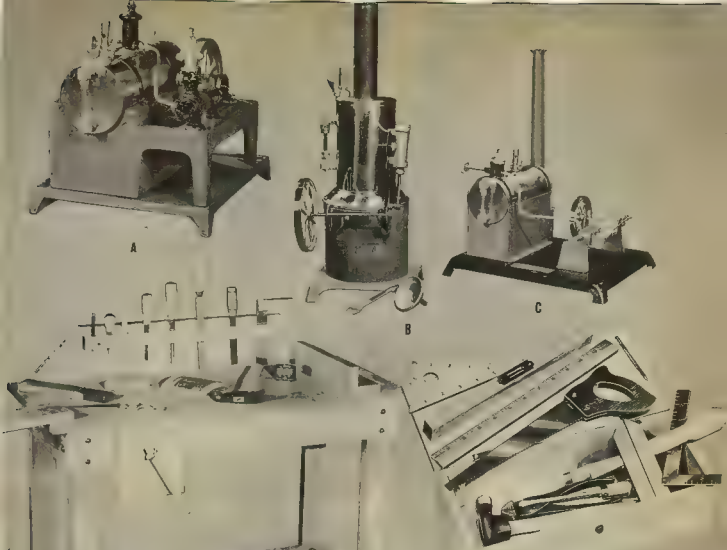


→ Seen by Millions on the Screen
→ Read by Millions in the Comic Books

Contact Us Now!

WARNER BROS. CARTOON INC.
1351 No. VAN NESS AVE.
HOLLYWOOD 28, CAL. Gladstone 4131

© W.B.C.



Steam Engines, Work Bench, Tool Chests

(A) POWERFUL WEEDEN STEAM ENGINE

A real working model, generates great pulling power due to two-way action of cylinder, and heavy cast fly-wheel. Highly polished brass boiler with real water glass. Electric.

82561 M998 Retail Price $15.00

(B) WEEDEN CLASSIC UPRIGHT ENGINE

Has real boiler, fire box and alcohol chamber. Balance wheel 2½ in. diam. Real water glass to measure water in boiler. Approx. 3⅜ in. at base and 21 in. high.

82559 M347 Retail Price $5.00

(C) GENUINE WEEDEN STEAM ENGINE

Electrically operated. Boiler, water glass, pet-cocks, whistle and steam pipes all highly polished brass. Heavy cast nickel-plated iron balance wheel. Height 11 in. Strong enough to power small rotary toys.

82560 M665 Retail Price $10.00

(D) REAL WORK BENCH

For adults and youngsters . . . ideal for *hobbyists*. Strongly constructed, built to take hard use. 37 by 16½ by 31 in. high. Bench top of hard wood. Assembly diagram included. Sixteen essential, full-sized tools: two screw drivers, punch, file, keyhole saw, awl, chisel, square, hammer, oil stone, glue, sandpaper and pencil. A real outfit, complete and ready for use. N. J. factory.

82556X M1895 Retail Price $26.95

(E) 12-PIECE TOOL CHEST

A chest of real tools. Saw, claw hammer, screw driver, chisel . . . all with nicely finished hardwood handles. Wood clamp, metal square with quarter inch graduations, level and 12-in. rule. Also metal punch, triangle and pair of pliers. Packed in wood chest with push button lock, hinged lid and metal carrying handle. Beautifully finished in blue lacquer.

82557 M175 Retail Price $2.50

(F) SCROLL-SAW SET with X-Acto tools

For those with a yen for tools. Contains coping saw, craftsman's block plane, X-ACTO knife with 3 double edge blades, hammer, sander, steel rule in inches and millimeters, screw driver, tweezers and marking pencil. A handy set of first quality tools, attractively packaged.

82558 M210 Retail Price $2.95

STEAM ENGINE

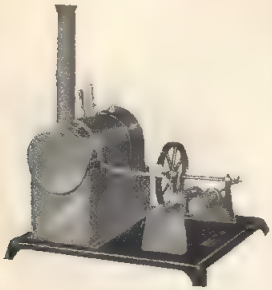
Weeden

Vertical brass boiler with whistle and water gauge. 11 inches high, alcohol burner heating unit.

Weight per dozen, — pounds.

19C500—Doz. **$80.00**

Suggested retail price 5.00 each.



Electric heating unit. Horizontal brass boiler unit with whistle and water gauge. 6½x8 inches, metal base.

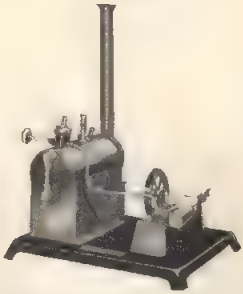
Weight per dozen, — pounds.

19C750—Doz. **$120.00**

Suggested retail price $7.50 each.

STEAM ENGINE

Weeden



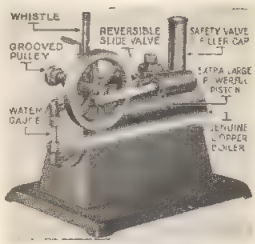
Electric heating unit. Horizontal brass boiler with water gauge, whistle and speed control. 9x7 inch metal.

Weight per dozen, — pounds.

19C100—Doz. . **$160.00**

Suggested retail price $10.00 each.

REVERSIBLE STEAM ENGINE



Size 8¼x7½x6¼ inches Model of a real engine. Equipped with heavy duty, safety, electric heating element which generates steam in boiler very rapidly. Cord set not furnished. Beautifully finished—lustrous chrome plated copper boiler—base and cylinder block enameled fire engine red. Loud whistle—grooved drive pulley—filler stack equipped with safety valve—water gauge. All parts machine fitted so that engine can be taken down and reassembled.

Weight per shipping carton, 12 lbs.
Individually boxed.
3 in shipping carton.

1F32—Doz..... **$174.40**

Suggested retail price $10.95 each.

ELCO ELECTRIC BOAT

A toy that will gladden the heart of any youngster. It's run by a real miniature motor and powered by 2 standard flashlight batteries. Built of sturdy injection molded plastic, will stand up under a great deal of use. Length of hull 14 inches. Beam (width) 5 inches. Overall height 5¼ inches. Beautifully designed and colored.

Weight per carton, 10 pounds.
Six boats in a carton.

40B—Per doz... **$160.00**

Suggested retail price $10.00 each.

MECHANICAL DIVING SUBMARINE

New Diving Submarine, first American made Submarine. Beautifully lithographed 13½ inches long. Strong mechanical motor. Dives or floats on water.

Weight per shipping carton, 31 lbs.
Individually Boxed.
2 dozen in shipping carton.

WS87A—Per doz. **$23.90**

Suggested retail price $1.50 each.

GRIGRI a Perfume by WEIL of Paris

One of Weil's most renowned fragrances . . . light-hearted, sentimental and romantic. "Good hunting, good fighting, good loving." Smart modern bottles, attractive gift packages. Available in three sizes.

20119 M350	1/5 ounce	$ 5.00
20120 M770	½ ounce	10.50
20121 M1350	1 ounce	18.50

NOIR a Perfume by WEIL of Paris

Sophisticated, alluring . . . a Parisian inspiration. Suggestive of black silhouettes against captured moonlight . . . sweet revelations. An inspired gift. Three sizes in presentation packages.

20122 M385	1/5 ounce	$ 5.50
20123 M915	½ ounce	12.50
20124 M1650	1 ounce	22.50

WEIL OF PARIS

World-famous perfumes and colognes by Weil. Insinuating Cobra, tantalizing Zibeline, sweet Cassandra, light-hearted GriGri, sophisticated Noir and intoxicating Antilope . . . a scent for your every mood

MARY DUNHILL

Famous for her exquisite fragrances . . . Mary Dunhill's Escape, White Hyacinth, Gardenia, Flowers of Devonshire and Bewitching . . . perfume, cologne and powder . . . are the choice of lovely women everywhere!

FLOWERS OF DEVONSHIRE by DUNHILL

The essence of English April. Like the fragrant hush of dawn in Devonshire . . . clinging, sweet . . . fresh as dew-drenched flowers of the English countryside. In an enchanting package of heavenly blue.

20132 M175	1 dram bottle	$ 2.50
20133 M420	⅛ ounce	6.00
20134 M700	1 ounce	10.00

ESCAPE by MARY DUNHILL

Your choice of Perfume or Toilet Water Escape is the fragrance of a thousand memories . . . and a thousand promises . . . it's the perfume that unlocks the heart.

20129 M420	¼ ounce perfume	$ 6.00
20130 M700	½ ounce perfume	10.00
20131 M1260	1 ounce perfume	18.00
20307 M350	3 ounces toilet water	5.00

COLOGNES by MARY DUNHILL

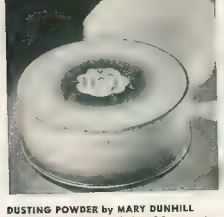
Packaged with seashell delicacy . . . Mary Dunhill's colognes are companions to her perfumes . . . refreshing as an ocean breeze. Each in three and six-ounce sizes.

3-ounce Sizes

41160 M105	White Hyacinth. Retail	$1.50
41161 M105	Gardenia. Retail	1.50
41166 M105	Bewitching. Retail	1.50
41170 M105	Devonshire. Retail	1.50

6-ounce Sizes

41168 M175	White Hyacinth. Retail	$2.50
41169 M175	Gardenia Retail	2.50
41167 M175	Bewitching. Retail	2.50
41171 M175	Devonshire. Retail	2.50



DUSTING POWDER by MARY DUNHILL

Six-ounce box in your choice of four scents. Luxurious satiny dusting powder that makes the delight of your bath last for hours. Fluffy 5-in. lamb's wool puff.

41323 M105	White Hyacinth	$1.50
41324 M105	Gardenia	1.50
41325 M105	Flowers of Devonshire	1.50
41364 M105	Bewitching	1.50

SCENTINEL by MARY DUNHILL

To guard the perfume in your purse . . . and never let a drop escape. Slim and sleek, the Scentinel is a bright blaze of beauty in golden tone metal. With 1 dram of Flowers of Devonshire perfume and amber glass funnel, for "refueling." In exquisite gift box.

20424 M350	Three-piece set	$5.00
20425 M175	Scentinel only	2.50

The QUALITY STAR SHINES BRIGHTEST

WESCO QUALITY WHEEL GOODS

PEDAL CAR

Rubber handle grips

⅝" seasoned maple hard-wood seat, triple-recovered

Double seamless steel bushings.

Self locking, acorn nuts.

Rubber pedals, seamless steel bushings inserted.

⅝" steel pipe construction, welded with stainless steel

Reinforced ribbed wheels with ⅜" rubber tires.

Wide seat spread, braced front and rear—minimizes tipping

Rear Wheel Spread 15½"—COMPARE
Seat Heighth 13"—COMPARE

Overall Length 26"—
6½" Rear Wheels, 9" Front Wheels—COMPARE
Pedal in UP Position to Handle Bar 13½"
(Knee Clearance)—COMPARE

UNRETOUCHED PHOTOS

● WOOD SEAT DOES NOT HAVE CHILLING EFFECT OF STEEL

● WHEELS AND SEAT IN CHINESE RED

THE WESCO CHIEF

Aluminum alloy bed, superimposed into maple hard-wood sides, with maple hard-wood stakes, both finished in bright natural furniture lacquer. Clips designed to hold stakes in upright position. Bed reinforced with four steel flats. Undercarriage and handle made of ⅝" steel pipe. Steering handle will make a 180° turn. Wheels are reinforced and have double seamless steel bushings . . . 11½" semi-pneumatic tires. Bed is 15" x 32", machine screws and aluminum bolts on the bed.

NOTE—BOTH THE ROADSTER AND THE CHIEF HAVE

- Aluminum Alloy Bed
- All Welded Construction
- Hard Wood Mortised Sides with Steel Tie Rods

THE WESCO ROADSTER

Aluminum alloy bed, superimposed into maple hard-wood sides, finished in bright, natural furniture lacquer. Bed reinforced with four steel flats. Underframe and handle made of ⅝" steel pipe. The fifth-wheel made of welded construction, ⅛"steel plate. Steering handle will make 180° turn. Rubber handle grip. Wheels are reinforced disc with double seamless steel bushings and 11½" semi-pneumatic tires. Bed is 15" x 32", machine screws and aluminum bolts on the bed.

NOTE—FIFTH WHEEL WELDED CONSTRUCTION AND ⅛" STEEL PLATES

A NEW NAME WESCO FOR QUALITY

STANDARD STEEL & WIRE COMPANY

TOY DIVISION — BOLIVAR, PENNSYLVANIA

KEEP TO THE "FAIRWAY" AND OUT OF THE "ROUGH"

● ● ● ● ● ● ● *GOLFERS TRY TO;*
TOY BUYERS SHOULD

FOR AN EASY COURSE AND GOOD SCORES

PLAY

THE FAIRWAY LINE OF STUFFED TOYS

FOR QUALITY • WORKMANSHIP • POPULAR PRICES

COMPARE!

McClellan & Sidebottom
718 Mission Street
San Francisco, Calif.

← DISPLAY ROOMS →

Sam Weisman
200 Fifth Ave.
New York 10, N. Y.

FAIRWAY NOVELTY CO.

59 WOOSTER STREET, NEW YORK 12, N. Y.

The NEW GO DEVIL FARMER

NOW IN PRODUCTION

Brand new . . . and a beauty . . . natural lacquered hardwood wagon bed . . . brilliant red stake body and wheels. Sturdily built . . . durable construction that stands up under tough usage. Designed to thrill its young owners . . . handles easily. Improvements galore . . . noiseless self-lubricating bearings . . . double brace body . . . novel stake body "seat" arrangement.

Length—32 inches; width 15 inches. Shipping Weight 31 Lbs.

SEE this outstanding new GO DEVIL FARMER. Now on display at offices of our representatives . . . or write the factory.

EASTERN REPRESENTATIVE: Alfred Hahn, 200 Fifth Ave., New York City; Hy Siegal, 176 Federal St., Room 309, Boston, Massachusetts
MIDDLEWEST REPRESENTATIVE: Sam Weiner, 1433 Merchandise Mart, Chicago 54, Ill.
SOUTHWEST REPRESENTATIVE. Leo Ungar & Co., 310 N. 11th St., St. Louis 1, Mo.
KENTUCKY REPRESENTATIVE: Wm. C. Lovarenic, 317 N. 11th St., St. Louis, Mo.
SOUTHERN REPRESENTATIVE: Southern Toy Mart, 1522 North Third Avenue, Birmingham, Alabama.
WESTERN REPRESENTATIVE. Burke-Mayer & Associates, 643 S. Olive St., Los Angeles 14, California.
HAWAIIAN REPRESENTATIVE: Alexander, Glueck (Hawaii), Ltd., 311 Bishop Trust Building, Honolulu, T. H.

WHEEL TOY CORPORATION

3218-20 EAST 92nd STREET, CHICAGO 17, ILLINOIS

TOY NEWS AND NEW TOYS

Gilbert Smith

TEE GEE FEATURES NO. 4 CONSTRUCTION SET

Tee Gee Metal Industries are featuring their Junior Miss Sewing Machine, trunk and accessories together with an extensive number of Morecraft Steel Construction Sets. Prominent in the Morecraft line is their Number 4 set which contains a Spring Wound Motor, manual and all necessary parts to make 108 different models. This item is packed in an attractive grey wooden box with red and yellow lettering. This set retails at $3.95 with motor. During a recent conversation with Gilbert Smith, sales manager, he stated that production facilities have been increased to a point where deliveries can be made promptly on the entire line. Gilbert Smith, Mike Citrim and A. Rosenberg are looking after the interests of visiting buyers at their permanent showroom, room 521, 200 Fifth Avenue, New York, N. Y

TEXAS SURVEY

The territory between El Paso and Texarkana served by the Texas and Pacific Railway Company will be surveyed for sales and industrial data for the railroad by The University of Texas Bureau of Business Research, it was announced by Dr Robert W. French, Director of the Bureau.

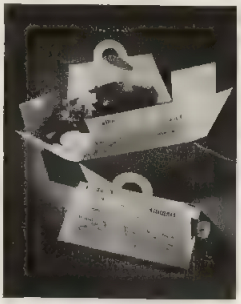
Research experts on the Bureau staff will make a thorough study of each country's economy as it is influenced by topography and drainage, soil types and climate. The counties will be studied individually in the light of their agricultural, industrial, commercial and financial history

AIR CONDITIONED STORE

The Smart Set, an infants' and children's store in Dallas, Texas, has been air conditioned for year-round customer comfort Address of the store is 2521 Fairmount St.

DINKUM THE PLATYPUS

Visitors to the New York Toy Fair last March displayed a great deal of interest in a little stuffed toy called "Dinkum the Playtypus." This is a product of World Ideas, 60 East 42 Street, New York 17, N. Y. Do not be scared about this title. Jean Lackey, head of World Ideas, is an enthusiast about good neighbors and about a lot of other things having to do with good will and amicable relations. She has traveled all over the world and Dinkum the Platypus is the result of a visit to Australia. Dinkum is a word used in Australia which means "good pal," and, of course, we have heard a lot about the platypus lately.



"Dinkum" Complete with Package

WIDE DISTRIBUTION PLANNED BY TONE PRODUCTS

Tone Products Corp. of America has expanded distribution of its "Carl Hubbell's Strike-Three" baseball game to include 49 distributors in 14 states, it was announced by Howard A. Jacobs, sales manager. An inexpensive mechanical baseball game which permits from one to 18 players to pitch and bat. "Carl Hubbell's Strike-Three" was invented by the famous Giant pitching immortal, recently elected to Baseball's Hall of Fame, and Clair Bee, famous basketball coach of Long Island University.

"4 5 6 PICK-UP-STICKS" IS BACK AGAIN

Otto Schoenhut of A. Schoenhut, Inc., Philadelphia, well-known manufacturers

Otto F. Schoenhut

of pianos and musical toys, announces that his firm is again producing "4-5-6 Pick up-Sticks", a game which won such wide public acceptance a few years ago. The trade will recall that through the medium of newspaper, magazine and radio advertising, "4-5-6 Pick up-Sticks" literally became a household word throughout the country. During a recent conversation with a PLAYTHINGS representative, Otto Schoenhut stated that all signs pointed to another wave of popularity for this entertaining game.

A REMARKABLE TARGET GUN

Did you see those big pictures and the story in "Life" of June 30th about the Johnson Indoor Target Gun and its great value as an entertainment feature? It is not often that a toy item is favored with a full page and pictures in "Life." The gun is made by Johnson Automatics, Inc., 84 State Street, Boston 9, Massachusetts. The designer of this gun, Melvin M. Johnson, Jr., is an internationally known authority on small arms. During World War II Johnson weapons were used in combat with outstanding success by all our armed forces and by our allies.

The Johnson Indoor Target Gun is one of the safest things you can imagine. It shoots straight and true but the projectile will not burst a balloon and would hardly be felt if fired at the hand, it will not shatter windows or injure furniture but it hits what it is aimed at. It is powered by a strong, durable propelling cord and comes in a box which provides a home shooting gallery with 100 reusable Johnson Micro Match Precision Pellets, extra propulsion unit and a "shot-saver" backstop. The retail price is $15.00.

The Johnson Indoor Target Gun Shoots Straight But Does Not Hurt a Fly.

YOU WANT BUSINESS

"SCARLETT"—One of the 12 new, unbreakable all plastic dolls . . . 8" TALL. New members of the MARCIE Family.

MARCIE DOLLS

AMERICA'S
MOST EXQUISITE COSTUME DOLLS

WILL BRING IT

Expertly modeled, authentically costumed in beautiful fabrics. They have sold out wherever shown and repeat orders attest their popularity.

Immediate Delivery

Write for illustrated folder describing **MARCIE DOLLS** *in detail*

A. & H. DOLL MFG. CO.
48-14 43rd AVENUE LONG ISLAND CITY 4, N. Y.

Model-Craft

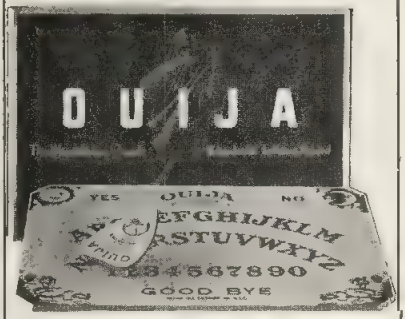
MOLDING and COLORING SETS
FOR YEAR-ROUND SALES

New York Office
200 FIFTH AVE. BLDG.—SUITE 430
GORDON WOLKENBERG — BOB FREEDMAN

LOS ANGELES OFFICE
1105 BROCKMAN BLDG.
JONES AND SCHWARTZ

for TWO generations

A household word in American literature and folk-lore



Only the GENUINE OUIJA bears this name →

WILLIAM FULD

HARFORD and LAMONT AVES.
BALTIMORE 2, MD.

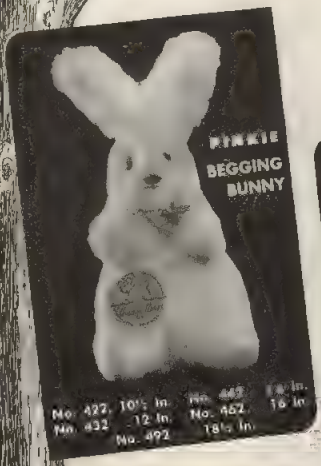
"He who whispers in a well that he has something nice to sell, will not get as many dollars as he who climbs a tree and hollers."

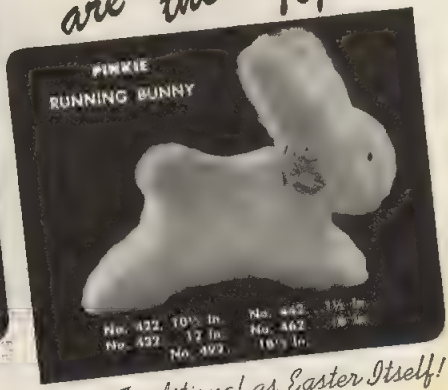
TRUE! and so WE'RE HOLLERING!

GOLDEN FLEECE *Bunnies*

MADE OF *Real* LAMBSKIN

are the Tops!





Golden Fleece Bunnies are as Traditional as Easter Itself!

INDIVIDUALLY BOXED

ABSOLUTELY SAFE!

Eyes and nose are embroidered on. Mothers need no longer fear glass eyes or sharp points which can be pulled out or swallowed.

THEY'RE *LUX*able, TOO!

Fluffy as can be with gentle Lux care.

WINCHESTER TOY COMPANY

2017 SOUTH 63rd STREET, PHILA. 43, PENNA.

SEND FOR FREE COLORFUL ILLUSTRATED FOLDER OF COMPLETE LINE

INTRODUCING...

JET-O-POP

The Amazing New Plastic Gun that Does Everything!

IT SQUIRTS! JET-O-POP is a self-loading Water Gun, can be fired Single or Multiple Shot. 30-foot range. Durable and Dependable...IT CAN'T RUST!

IT SHOOTS! JET-O-POP is an Air Gun, too! 3 corks included with each gun, can be shot simultaneously with water or separately. Nothing Like It!

IT POPS! JET-O-POP fires corks with a sharp "Pop!" that kids go for. Target and Games rules included with each gun. Plenty of Sure-Fire Sales!

IT SELLS! Suggested retail price, 69c (same price as our Plastic Water Gun that zoomed sales in '46). Shipping wt. per gross approx. 19 lbs. Terms Net 10 days to rated accts. Packed 2 doz. asst. colors in display box

ADDRESS: DEPT. PL

HARBEN Plastics Company

739 North Spring St., Los Angeles 12, Calif.

EMBOSSED A·B·C BLOCKS
PRE-SCHOOL TOYS
DOMINOES · CHECKERS
GAME KITS · ETC.

OUR NAME IS ON TOYS THAT REMAIN

The EMBOSSING COMPANY

ROOM 440 200 Fifth Ave., New York, N. Y.

"MILLION-AIR"

TRADE MARK

INFLATABLE VINYL PLASTIC

SWIMMING WINGS

BEACH RINGS BALLS

•

U. S. FIBER & PLASTIC CORP.

STIRLING, N. J.

New York Display Room:
HARRY H. HEATH, Room 356, 200 Fifth Avenue, New York 10, N. Y.

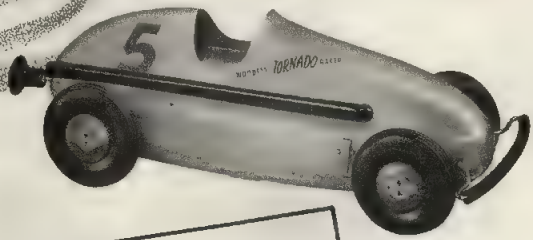
wow!

there goes the foremost toy of '47!

Pump it up and away it goes—to first place in sales—all seasons of the year! ***The WOODETTE Tornado Racer is the first mechanical toy to be powered with the revolutionary new air-compression type motivating force . . . the Mot-air-ette.*** *No springs, nothing to wind, nothing to go out of order! Powerful—safe—long-lasting—fascinating! Speeds up to 20 m.p.h., runs 150 feet, makes a noise like a gas engine. All aluminum body 1/16" thick, real puncture-proof inflated rubber tires, strong steel rubber coated bumper. Individually packaged—protected by sturdy colorful box. The WOODETTE Mot-Air-Ette powered TORNADO RACER sells on sight—send in your order today!*

THE WOODETTE TORNADO RACER

POWERED BY MOT-air-ETTE



SPECIFICATIONS:

Length—14"
Width -5½"
Packed—24 to carton
Weight per carton -Approx. 40 lbs.
Retails—$5.00

THE WOODETTE HELICOPTER

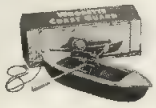
Plastic nose fuselage and tail. Solid aluminum propeller blades, struts fenders rubber wheels, steel gears axles, shaft Blades when HELICOPTER is pulled Package becomes airdrome.

DEPT. STORE BUYERS!

Inquire about our highly successful, tested POINT-OF-SALE MERCHANDISING AND DEMONSTRATION PLAN . . . on the

WOODETTE LIBRARY

Children's story book characters in tiny wooden figures. Ready to put together—fun to paint! Colorfully packaged. A steady sales-maker—with all ages . . . all year 'round!



THE WOODETTE COASTGUARD

20-gauge steel baked enamel finish, plastic oars, steel gears and axles, rubber wheels WOODETTE sailor and oars move as boat is pulled along Package is attractive boat house.

WOODETTES

MERCHANDISE MART, CHICAGO 54, ILL.

Eastern Repr Jess Canton, Room 305—200 Fifth Avenue, N Y
West Coast Repr Peter Goldsmith—627 So Lafayette Pk Place—Los Angeles Calif.
Southwestern Repr J W Fuller—1127 Liberty Bank Bldg Dallas, Tex
Southeastern Repr Howe K Sipes—160 Union Ave., Memphis, Tenn
Southern Repr., Gamble & Mathes—P. O. Box 5132, Sta B, New Orleans, La

THE MOST AMAZING DOLL CREATION IN A DECADE!

TRUDY

ONE DOLL — THREE EXPRESSIONS

With a Twist Of The Wrist —

YOU MAKE HER *Smile* | YOU MAKE HER *Sleep* | YOU MAKE HER *Weep*

An Elsie Gilbert Creation
Sleepy Weepy Smily
Trade Mark of the THREE IN-ONE DOLL CORP.
PATENTS PENDING

TRUDY No. 2

Here's the little heart snatcher in a fetching party print dress with gay bonnet to match. She has an unbreakable composition head, arms and legs and wears white socks and shoes which can be removed. 14" tall. Packed in cellophane in individual gift boxes, 2 doz to shipping carton. Shipping weight, 38 lbs.

TRUDY No. 3

She's a great big 20" sister to TRUDY No. 2 and comes dressed in a sweet party print frock with matching panties and bonnet. Has unbreakable composition head, arms and legs

TRUDY No. 1

Warm, cuddly lovable Trudy all dressed up in her smart, soft, pink and blue sleeping suit made of wool fleece. Every one of the three facial expressions endears her to her little owner. Fine quality throughout. Unbreakable composition head. 14" tall. Packed in cellophane in individual gift boxes, 2 doz. to shipping carton. Shipping weight, 34 lbs.

TRUDY No. 5

Here's famous TRUDY ready for a shopping spree or a workout in a sandbox. Dressed in gaily colored felt overalls, with long sleeve felt blouse combination secured by handsome neck bow. Has a pert bonnet to match and wears a modern shoulder strap utility bag. Head made of unbreakable composition. 14" tall. Packed in cellophane in individual gift boxes, 2 doz. to shipping carton. Shipping weight, 34 lbs

Enthusiastic Response Wherever Shown — Write - Wire - Phone

3-IN-1 DOLL CORPORATION
74 LAIGHT STREET NEW YORK, N. Y.
Phone BA. 7-4116

Sales Representative
HENRY KATZ
200 FIFTH AVENUE, NEW YORK 10, N. Y.

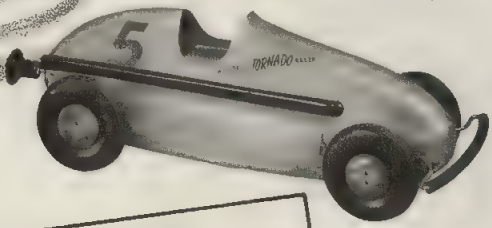
wow!

there goes the foremost toy of '47!

Jump it up and away it goes—to first place in sales—all seasons of the year! ***The WOODETTE Tornado Racer is the first mechanical toy to be powered with the revolutionary new air-compression type motivating force . . . the Mot-air-ette.*** *No springs, nothing to wind, nothing to go out of order! Powerful—safe—long-lasting—fascinating! Speeds up to 20 m.p.h., runs 150 feet, makes a noise like a gas engine. All aluminum body 1/16" thick, real puncture-proof inflated rubber tires, strong steel rubber coated bumper. Individually packaged—protected by sturdy colorful box. The WOODETTE Mot-Air-Ette powered TORNADO RACER sells on sight—send in your order today!*

THE WOODETTE TORNADO RACER

POWERED BY MOT-air-ETTE



SPECIFICATIONS:

Length—14"
Width 5½"
Packed—24 to carton
Weight per carton—Approx. 40 lbs.
Retails—$5.00

THE WOODETTE HELICOPTER

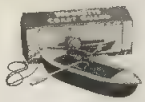
Plastic nose fuselage and tail. Sends aim numpropel airblades, struts, fenders rubber wheels steel gears, axles shaft. Blades whirl as HELICOPTER is pulled. Package becomes airdrome.

DEPT. STORE BUYERS!

Inquire about our highly successful, tested POINT-OF-SALE MERCHANDISING AND DEMONSTRATION PLAN . . . on the

WOODETTE LIBRARY

Children's story book characters in tiny wooden figures. Ready to put together—fun to paint! Colorfully packaged. A steady sales-maker—with all ages . . . all year 'round!



THE WOODETTE COASTGUARD

20-gauge steel baked enamel finish, plastic oars, steel gears and axles, rubber wheels. WOODETTE sailor and oars move as boat is pulled along. Package is attractive boat house.

WOODETTES

MERCHANDISE MART, CHICAGO 54, ILL.

Eastern Repr. Jess Canton Room 305—200 Fifth Avenue, N. Y.
West Coast Repr. Peter Goldsmith 627 So. Lafayette Pk. Place—Los Angeles, Calif.
Southwestern Repr. J. W. Fuller—1127 Liberty Bank Bldg., Dallas, Tex.
Southeastern Repr.: Howe K. Sipes—160 Union Ave., Memphis, Tenn.
Southern Repr.: Gamble & Mattes—P. O. Box 5132, Sta. B, New Orleans, La.

The Magic That Changes Moods!

Musical Fun for Everyone

The old saying, "Two's company, three's a crowd," doesn't always hold. There are times when every couple longs for music, laughter and the companionship of a crowd.

Whenever you long for such diversion, you will find it wherever there is Wurlitzer Music. Before you hang up your hat, you will be having fun.

Like magic, you will find Wurlitzer Music will change your mood, brighten and lighten your outlook. You will go home refreshed and relaxed for having had a wonderful time. The Rudolph Wurlitzer Company, North Tonawanda, New York. ★★★ See Phonograph Section of Classified Telephone Directory for names of Wurlitzer Dealers.

The Sign of the Musical Note identifies places where you can have fun playing a Wurlitzer

WURLITZER MUSIC

THE NAME THAT MEANS *Music* TO MILLIONS

The music of Wurlitzer pianos, accordions and commercial phonographs is heard 'round the world." Wurlitzer, America's largest manufacturer of pianos all produced under one name...also America's largest, best-known manufacturer of juke boxes and accordions, now has in production a great new electronic organ.

HEAVY DUTY DUMP TRUCK

Heavy gauge steel. 21 inches long. Back opens automatically when body is lifted. Bright steel hadlights and radiator grille. Heavy gauge steel bumper. Rubber tires with inserts. Baked enamel finish—assorted colors.

Weight per shipping carton 46 lbs. Individually boxed. ½ dozen in shipping carton.

J1001—Per dozen **$41.50**

Suggested retail price $2.50 each

DUMP TRUCK

Wyandotte

A new streamlined Truck. 12 inches long, 5 inches wide, 3½ inches high. Made of heavy gauge steel. Baked enamel finish in a combination of assorted colors. New style dumping arrangement. Equipped with wooden tires.

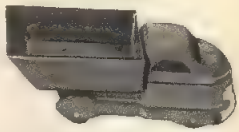
Weight, per shipping carton 37½ lbs. 2 dozen in shipping carton or open stock.

J451—Per dozen.... **$11.70**

Suggested retail price $0.75 each.

DUMP TRUCK

Wyandotte



Heavy gauge steel 7 inches long, 2¾ inches wide, 2¼ inches high. Rubber tires. Heavy gauge steel front bumper and radiator grille. Two toned baked enamel finish in assorted colors.

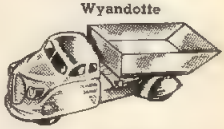
Weight, per shipping carton 41 lbs. 6 dozen in shipping carton.

J232—Per doz..... **$4.60**

Suggested retail price $0.25 each.

CAB OVER ENGINE DUMP TRUCK

Wyandotte



Heavy gauge steel. 6 inches long. Baked enamel finish. Assorted colors.

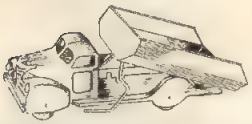
Weight, per shipping carton 34 lbs. ½ dozen in box. 6 dozen in shipping carton or Open Stock.

J222—Per dozen..... **$4.00**

Suggested retail price $0.25 each.

DUMP TRUCK

Wyandotte



Heavy gauge steel. 13¾ inches long, 5 inches wide, 4⅛ inches high. Baked enamel finish, assorted colors.

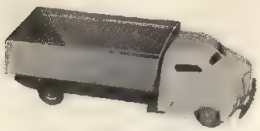
Weight, per shipping carton 29 lbs. 1 dozen in shipping carton or Open Stock.

J601—Per dozen.. **$14.40**

Suggested retail price $1.00 each.

DUMP TRUCK

Wyandotte



Heavy gauge steel. 12 inches long, 3¾ inches high, 4 inches wide. Heavy gauge steel front bumper and radiator grille. New streamlined cab and body. Metal wheels. Baked enamel finish in assorted colors.

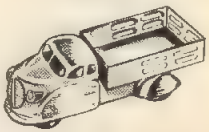
Weight per shipping carton 37 lbs. 2 dozen in shipping carton.

J441—Per dozen.. **$10.20**

Suggested retail price $0.65 each.

CAB OVER ENGINE STAKE TRUCK

Wyandotte



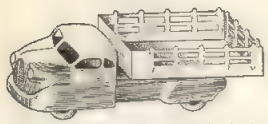
Heavy gauge steel. 6 inches long. Baked enamel finish. Assorted colors.

Weight, per shipping carton 34 lbs. ½ dozen in a box. 6 dozen in shipping carton or Open Stock.

J221—Per dozen..... **$4.00**

Suggested retail price $0.25 each.

STAKE TRUCK
Wyandotte



Heavy gauge steel, 13¾ inches long, 5 inches wide, 4⅛ inches high. Baked enamel finish assorted colors.

Weight, per shipping carton 27 lbs.
1 dozen in shipping carton, or Open Stock.

J600—Per dozen.. **$14.40**

Suggested retail price $1.00 each.

STAKE TRUCK
Wyandotte

Stake Truck 12½ inches long, 4½ inches wide, 3½ inches high. Made of heavy gauge steel. Baked enamel finish in a combination of assorted colors. Equipped with wooden tires.

Weight, per shipping carton 37 lbs.
2 dozen in shipping carton or open stock.

J450—Per dozen.. **$11.70**

Suggested retail price $0.75 each.

STAKE TRUCK

Heavy gauge steel. 12 inches long, 3¾ inches high, 4 inches wide. Heavy gauge steel front bumper and radiator grille. New streamlined cab and body. Metal wheels. Baked enamel finish in assorted colors

Weight per shipping carton, 37 lbs.
2 dozen in shipping carton.

J440—Per dozen.. **$10.20**

Suggested retail price 0.65 each.

STAKE TRUCK
Wyandotte

Heavy gauge steel. 7 inches long, 2¾ inches wide, 2¼ inches high. Rubber tires. Heavy gauge steel front bumper and radiator grille. Two toned baked enamel finish in assorted colors.

Weight, per shipping carton 41 lbs.
6 dozen in shipping carton.

J231—Per doz..... **$4.20**

Suggested retail price $0.25 each.

HOOK & LADDER TRUCK
Wyandotte

Cab and chassis heavy gauge steel. Lithographed steel body. 27 inches long. Six wheels—semi-trailer design. Rubber tires with inserts. Bell rings when truck is in motion. Crank operated folding ladder—29 inches long. Bright steel radiator grille and headlights.

Weight per shipping carton, 25½ lbs.
½ dozen in shipping carton.

J1004—Per doz..... **$41.50**

Suggested retail price $2.50 each.

HOOK AND LADDER

Length 10 inches. Painted red with nickel trimming and ladders. Rubber tired wheels.

Weight per shipping carton, 14 lbs.
Individually boxed.
1 dozen in shipping carton or open stock.

1E473—Per doz... **$14.40**

Suggested retail price $1.00 each.

FIRE TRUCK
Wyandotte

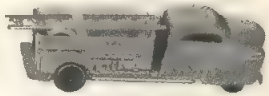
Cab and chassis heavy gauge steel. 17½ inches long. Lithographed steel body . Two detachable ladders 12 inches long. Bright red baked enamel finish.

Weight per shipping carton, 35 lbs.
Individually boxed.
1 dozen in shipping carton.

J366—Per doz..... **$21.60**

Suggested retail price $1.39 each.

FIRE TRUCK
Wyandotte



Cab and chassis heavy gauge steel. 11¾ inches long. Lithographed steel body. Two removable ladders 7½ inches long. Bell rings when truck is in motion. Bright steel radiator grille, headlight and bumper.

Weight, per shipping carton 29 lbs.
Individually boxed.
2 dozen in shipping carton.

J428—Per doz..... **$10.20**

Suggested retail price $0.65 each.

SERVICE AND WRECKER TRUCK
Wyandotte

Cab and chassis heavy gauge steel, 11¾ inches long. Lithographed steel body. Detachable crank operated hoist. Metal wheels. Bright steel radiator grille, headlights and bumper. White baked enamel finish, red hoist.

Weight, per shipping carton 31 lbs.
Individually boxed.
2 dozen in shipping carton.

J429—Per doz..... **$10.20**

Suggested retail price $0.65 each.

AMERICA'S MOST FAMOUS LINE OF EDUCATIONAL TOYS

★

HOLGATE TOYS

Train as well as Entertain

★

Recommended by pediatricians, educators and child psychologists as the line of toys which makes the most notable contribution to child development.

Recognized by America's foremost stores as the leading line of educational toys.

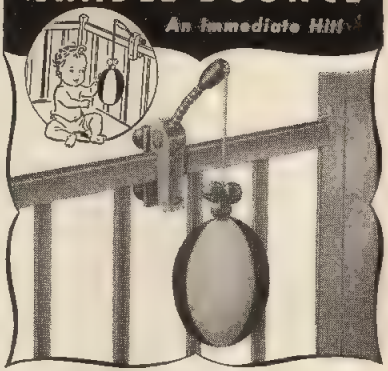
HOLGATE BROTHERS COMPANY, Kane, Pa.

Showrooms in

New York 10.....200 Fifth Avenue
Chicago 54 .....14-110 Merchandise Mart
San Francisco 3 (Erlach, Lee Co.)....718 Mission St.

CRADLE BOUNCE

An Immediate Hit!

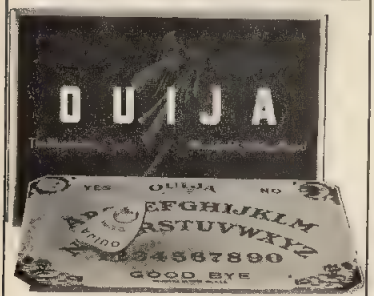


No. 301 — A distinctly new type of toy and exerciser for crib and play pen. Consists of a large, soft ball, covered with attractively colored washable fabric. Natural finish clamp with 2 ball-screws. Approx. $2.00 Retail

CHILDHOOD INTERESTS, INC. ROSELLE PARK, N. J.
New York Showroom — 200 Fifth Avenue
Chicago Showroom — Merchandise Mart 14-123

for TWO generations

A household word in American literature and folk-life



ROOM **946** HOTEL McALPIN

Only the GENUINE OUIJA bears this name

WILLIAM FULD HARFORD and LAMONT AVES. BALTIMORE 2, MD.

TWO GREAT TRADE MARKS

mean quality merchandise at lowest possible price

Wyandotte Toys ARE GOOD AND SAFE

ALL METAL PRODUCTS CO.
FACTORIES
Wyandotte, Michigan

HAFNER MANUFACTURING CO.
FACTORIES
1010 North Kolmar Avenue, Chicago, Illinois

Heavy Gauge Steel Toys
Lithographed Games
Repeater Pistols
Water Pistols
Holster Sets

Mechanical Trains
Metal Cap Pistols
Mechanical Toys
Musical Toys

Double Barrel Pop Gun
Lithographed Tops
Clicker Pistols
Target Games
Pop Guns

ALL METAL PRODUCTS CO.

GENERAL OFFICE: WYANDOTTE, MICH.

NEW YORK OFFICE AND DISPLAY:
Suite 426-428—200 Fifth Ave.—Phone Gramercy 5-1879

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62 William St., New York—Phone Whitehall 4-9688

COVERED CANDY DISH

Fine imported Italian pottery with well-raised flower design.

Delicately-shaped candy dish with fancy cover. White Italian pottery with raised flowers in exquisite tones. Carefully hand-painted. Large flower knob. 4½ in. in diameter, 5⅝ in. high.

46862 M160 Retail Price **$2.50**

FLORAL-DECORATED VASES

Highly-glazed Italian pottery. Large raised flower. Singly or in pairs.

Fine white pottery decorated with pastel-colored flower and leaves. Hand-painted. A beautiful pair for the mantel. Urn shaped. Seven inches high.

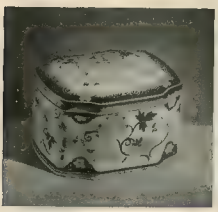
46863 M300 Single Vase. Retail.....**$4.50**
46864 M575 Matched Pair. Retail . . **9.00**

HIGHLY-GLAZED CHINESE FIGURINES

Made of fine Chinese earthenware. Hand-modeled and hand-painted.

A decorative touch for your mantle or wall brackets. Blend well with any type furniture. Colorfully hand-painted. Highly glazed. Each figurine is approximately six inches in height.

46865 M350 Pair. Retail **$5.25**



UTILITY BOX SET

Set of two metal utility boxes finished in colorful design. Hinged tops.

Lithographed design. Intricately patterned in dark blue, orange and gold on mellow ivory background. Gold lacquered inside and bottom. Strong hinged lid. Size: 4⅝x4¼x3⅛ inches deep.

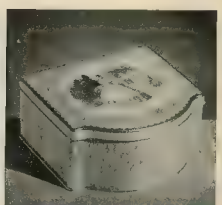
46866 M125 Set of 2. Retail. . **$1.95**

TEN-SIDED UTILITY BOX

Beautiful lithographed design on metal. Double-walled lid, for extra strength

Floral sprays in rose, lilac, blue, purple, red, green and white, divided by a golden classic floral design. Royal blue base with gold leaf sprays. Gold lacquered inside and bottom. 7⅛x7⅛x2¼ in.

46867 M195 Retail Price .. **.$2.95**

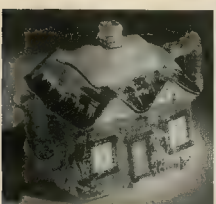


TWO NESTED UTILITY BOXES

Matching metal boxes in two sizes. Delicately colored lithographed design.

Soft light blue background with gold flowers and edging. Colonial girl in colorful garden. Gold lacquered inside and bottom. Hinged lids. Large box is 6½x6x2¾ inches; small box 5½x5x2⅛ inches.

46868 M220 Set of 2 ... . **$3.50**



YE OLDE COTTAGE TEA POT

Unique tea pot of English pottery. Six-cup capacity.

Cleverly-designed cottage tea pot. Chimney knob on lid. Highly glazed pottery, colorfully hand painted. Adds decorative note to your shelf when not in use. Size. 8½ inches wide by 6 inches high.

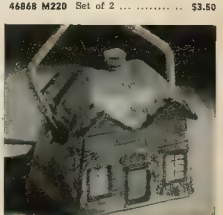
46869 M430 Retail Price **$6.50**

BROWN POTTERY TEA POT

Made of highly-glazed English pottery. Large eight-cup capacity.

Conventional style tea pot with large, easy-to hold handle. Chocolate brown color with contrasting tan band at top. Holds eight cups of tea. Size: 10 inches wide by 6¼ inches high.

46870 M125 Retail Price **$1.95**



COOKIE OR BISCUIT JAR

"Ye Olde Cottage" design. Matches tea pot at extreme left, English pottery.

Highly-glazed, colorfully hand-painted cottage design cookie jar. Chimney cleverly forms knob for lid. Raffia-covered handle Also makes a charming ornament. 6¼ in. long, 5 in. wide, 9 in. high.

46871 M550 Retail Price ..... **.$8.25**

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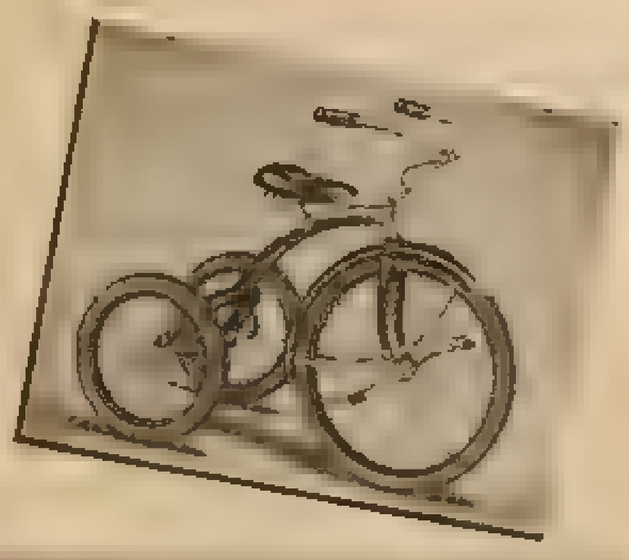

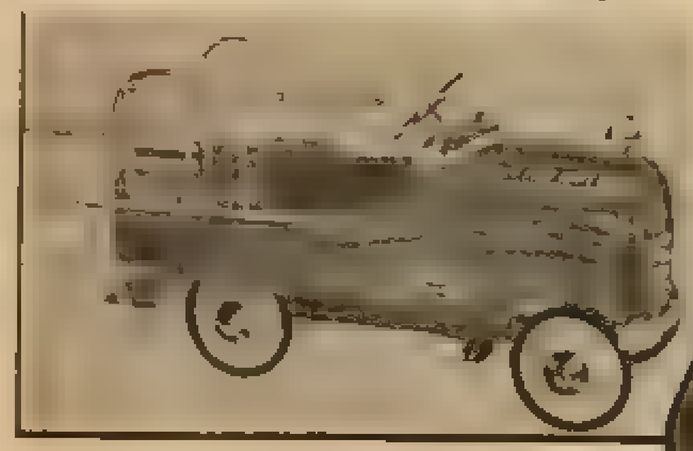

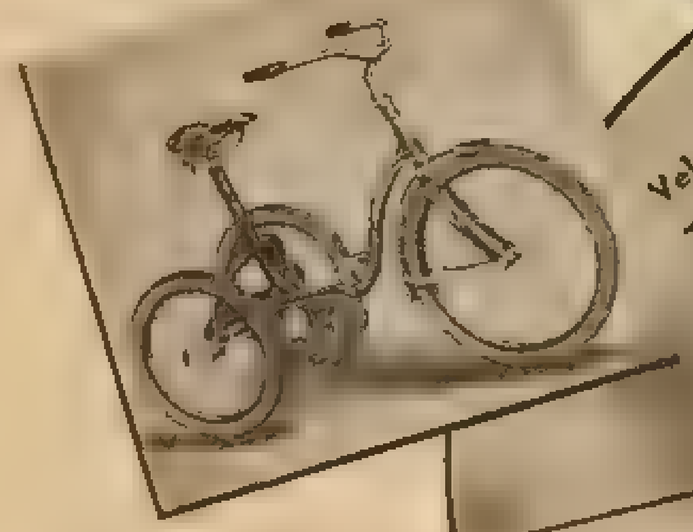

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Every operation in the manufacture of Tom Boy Velocipedes and the other Toledo Guild products from the raw steel to the finished article is carried out under our complete control and supervision in our own Toledo factories. Bigger values and better products are assured by elimination of weight and waste, and the newest production methods and tools including infra-red baking for perfect finish.

TOM BOY VELOCIPEDES Built for modern boys. All-steel, all-stamped construction Massive head, dual frame, extra strong fork, ball bearing wheels, spring action, adjustable saddle, wide streamlined rear step plate. Order now for Spring delivery.

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Merry-Go-Sound ELECTRIC PHONOGRAPH

The Merry-Go-Sound electronic child's phonograph is no toy—it's a high fidelity electrically amplified record player, superior in tone quality to more expensive adult phonographs. It will play 7", 10" or 12" records—nursery rhymes, dance music or symphonies with concert hall clarity. The speaker is housed in the calliope. Designed with imagination, the turntable revolves in carousel fashion, giving animation to the fanciful storyland characters astride horses. The colorful "carousel" is scratch proof and washable. Made of metal, plastics and wood, the unit will resist the rough usage of the most energetic child. It's constructed to last

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TONE PRODUCTS CORPORATION of AMERICA

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PICK-A-NOTE

Pick-A-Note is acclaimed by the best-known celebrities in radio, music and motion pictures as a real musical sensation!

Pick-A-Note is capitalizing on this once-in-a-lifetime promotion — and this means bigger profits for you!

Pick-A-Note is being sold NOW coast-to-coast within the trade. To back up all the stores handling Pick-A-Note, an intensive publicity and advertising campaign to the buying public will start late this summer, built around the famous names who endorse Pick-A-Note.

Cash in on this sensational profit opportunity and send in your order today

PICK-A-NOTE is a fascinating, inexpensive musical instrument with which anyone can play real tunes *in any key*. You merely slide the indicator to the numbered note, then pick the string. Play by ear or use the eight printed tunes which are supplied. Pick-A-Note is equipped with a special tuning peg and is also supplied with a pick. Built for rough handling and brightly colored for eye appeal.

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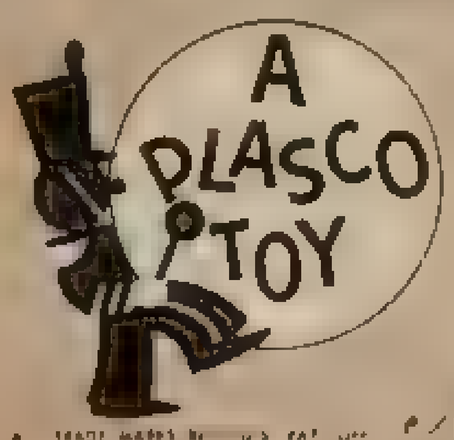
PLASCO* *Furnishes Another Room*

With all the craftsmanship of master cabinet-makers, PLASCO fashions dining room furniture — in *plastic!* Each piece is a perfectly scaled miniature, a *faithful* reproduction of fine period furniture. In its rich grained-mahogany finish and distinctive styling details and smooth, sturdy construction, you find the quality workmanship which is the PLASCO tradition

9 HANDSOME DINING ROOM PIECES

- Buffet
- Breakfront
- Dining Table
- 2 Console Tables
- 2 Arm Chairs
- 2 Straight Chairs

AVAILABLE IN INDIVIDUAL UNITS OR PACKAGED SETS



Little Homemaker* *Plastic* DINING ROOM FURNITURE

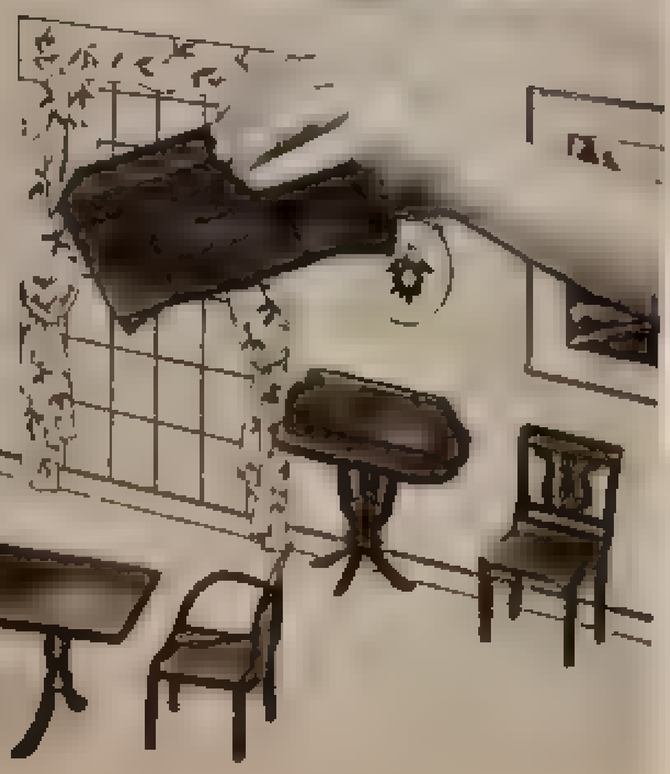
Masterpieces in Plastic Toys

* TRADE MARKS REG. U.S. PAT. OFF.

PLASTIC ART TOY CORPORATION OF AMERICA ONE MAPLE STREET • EAST RUTHERFORD, NEW JERSEY
NEW YORK DISPLAY OFFICE: EMPIRE STATE BUILDING

COMPANION SET TO PLASCO* NATIONALLY ACCLAIMED PLASTIC KITCHEN FURNITURE

Little Homemaker* Plastic DINING ROOM FURNITURE



9-piece dining room set molded in mahogany color, packed in Plasco's famous play-room box The gay, four-color box opens to form a two-wall dining room with rug-design floor sheet. Here's extra sale-appeal of *protection effectiveness*—designed to delight the happy "Little Homemaker"

Available in individual units or packaged sets

PLASCO* *Masterpieces in Plastic Toys*

PLASTIC ART TOY CORPORATION OF AMERICA

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No 400

VOLUME SALES

If you can think of it you can build it with Buildo. Look at the toys on this page each built with No. 400 Buildo Models and more models Buildo gives boys that and gives you sales

This year work be leade
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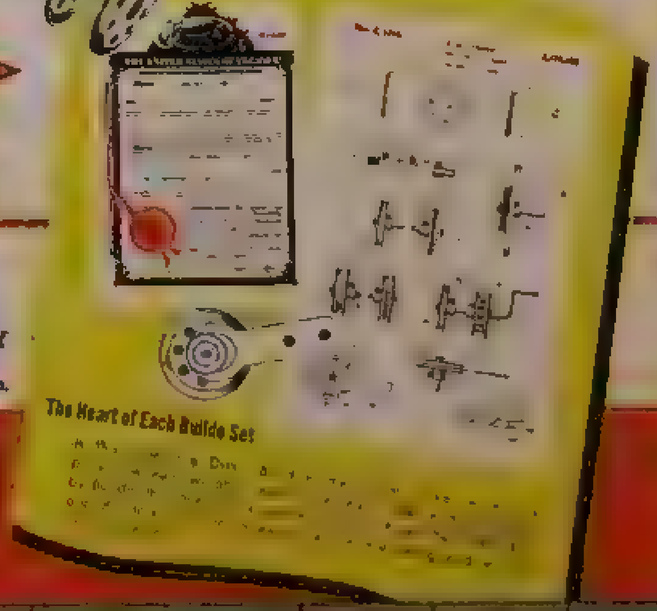

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Plug in for BIGGER PROFITS!

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SEE THE ENTIRE FAMILY

ELECTRIC MODEL (JUST LIKE MOTHERS!)

HEATS TO REALISTIC WARMTH. SAFETY feature of thermal CONTROLS heat — removed from child or dolling.

NON-ELECTRIC — CAN BE HEATED ON THE STOVE

Cannot in 2 Beautiful Colors, "ATOMIC RED" and "CANARY YELLOW" "LUSTRE" enamel-ized dome.

DESIGNED WITH BUILT-IN UPRIGHT REST

The fine workmanship and exact detail makes this dependably balanced electric iron the fastest seller in the field.

The entire Dolly Dell "Family" is designed in SELL... INDIVIDUALLY packed full COLOR

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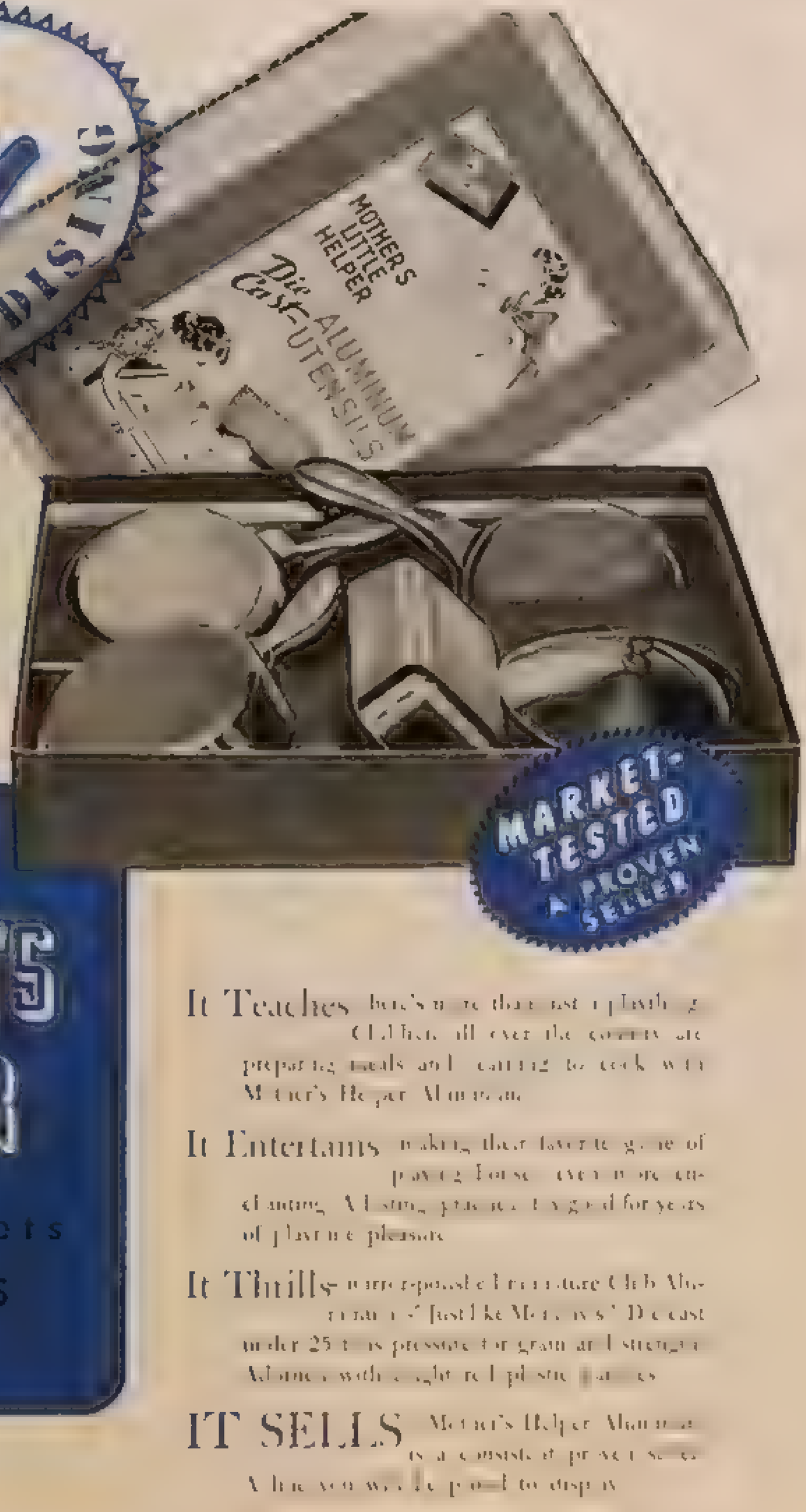

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Mother's Helper Aluminum

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under 25 tons pressure for gram and strength
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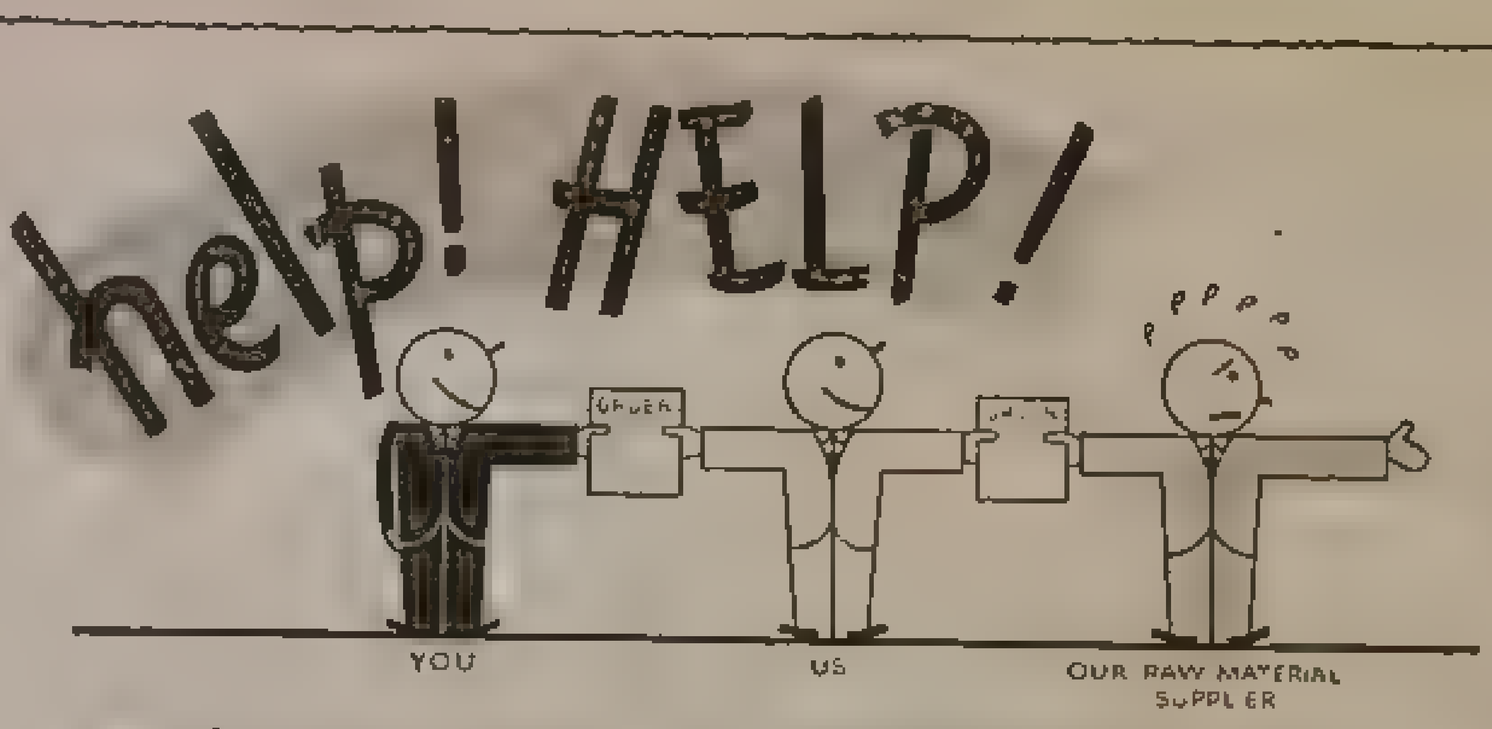

won't you help our suppliers help us help you by ordering *now!*

THE TWO FASTEST-SELLING PULL TOYS IN AMERICA

The production crisis due to material shortages is still with us! Large consumers of sheet metal, aluminum and other hard-to-get materials will face greater difficulties in securing supplies for the coming year than ever before. You CAN help by placing your order today for future delivery. Let us know what your requirements for the first half of 1947 will be. We must estimate future orders now in order to cooperate with overworked suppliers! The "Helicopter" and "Coastguard" are year 'round pull toys you'll want to assure delivery on this popular and profitable line.

Don't Delay—Order Today

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"PADDLE QUEEN"

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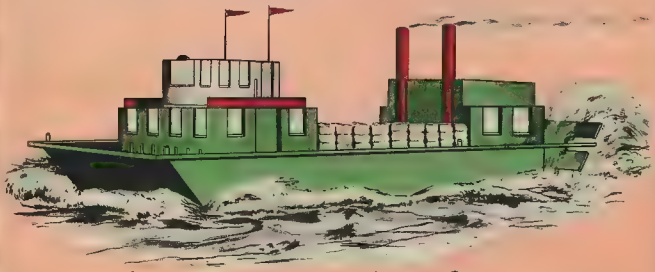
• AMPHIBIOUS • *Runs on* LAND *and* WATER



Authentic ~ All Plastic
River Boat MODEL

The romance and glory of the Mississippi — the tales of Huck Finn brought to life by this action-packed model of the packets which plied our great American rivers. *In* or *out* of water she runs along, — propelled by the churning stern wheel. Engineered in detail, the "PADDLE-QUEEN" even provides a deck for stowing "cargo"

Molded in one piece in appealing colors. Six inches long. Factory Tested. Packaged in attractive 2-color box. Delivery *right away* and repeat business assured by the company that gave you the sensational "Jet Queen" speedboat.

SUGGESTED RETAIL

39¢

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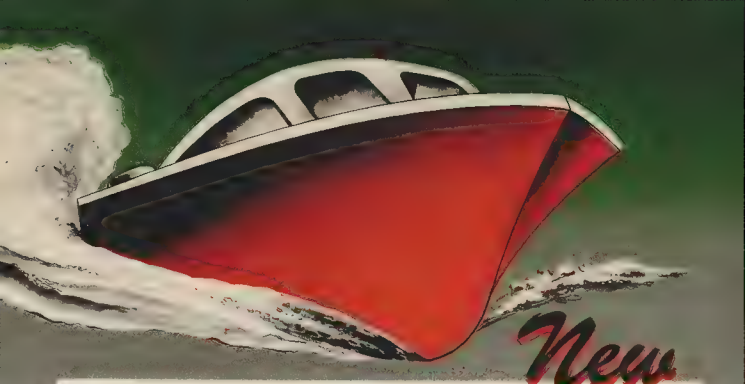

New

IMPROVED "JET-QUEEN"* SPEEDBOAT

With Propellant Charges

SUGGESTED RETAIL 59¢

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When the trade's fastest seller, (92% Repeat Business) is made *even more* sales appealing — get ready for a new high in turnover. Now, the *New, Improved* "JET-QUEEN" Speedboat comes complete with a generous supply of powerful, propellant tablets — and at NO INCREASE IN PRICE.

NO FUSS ··· NO MUSS ··· NO FIRE ··· NO FLAME!

Lift out the rubber life ring, drop in a single tablet and the *New, Improved* "JET QUEEN" scoots about tub or pond like magic! Sturdy, all-plastic, watertight construction. 7 inches long. Factory tested. Deck and hull in bright, permanent, contrasting colors.

Extra packages of jet-charges available to retail at 10c.

JUST ADD CHARGE AND WATCH HER GO!

NOW PACKAGED IN NEW, EYE-CATCHING, 2-COLOR BOX!

Tri-State PLASTIC MOLDING CO.

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CHANGE THE PEGS ... CHANGE THE TUNE

IT'S New! IT'S Fun! It's Here!

THE SENSATIONAL MUSICAL TOY

Here's the music box toy buyers have dreamed about! *It plays countless melodies!!*

With Create-A-Tune, the youngster can set up any of 12 melodies provided in the instruction book. *After that he can compose his own tunes.*

Clear Bell-like Tones!

ORDER ONE NOW—TRY IT YOURSELF
YOU WILL ORDER DOZENS LATER!

Entertaining! There are hours of fun ahead for children with this brand new idea in musical toys. A simple turn of the handle and the clear, bell-like tones of a familiar melody roll forth.

Educational! CREATE-A-TUNE enables children of all ages to play real melodies . . . to learn the musical scale . . . to actually compose music. An excellent way to direct children toward a valuable musical education. Absolutely no skill required to operate. Operates as easily as turning the handle of an organ grinder.

UNBREAKABLE • FOOL PROOF!

Lustrous enamel finish. Nine colorful plastic discs. All metal box with charming musical design.

- No complicated mechanism
- No delicate musical movement
- No springs to snap—nothing to wind
- No loose parts to get out of order

Size: 15" x 9½"—6" high. Shipping weight: approximately 5 lbs.
List Retail Price: **ONLY $9.95** less. usual discount. F.O.B. N.Y.C.
FREIGHT ALLOWED on 100 lbs. (18 pieces) or more.

PAT. PEND. & REG. U.S. PAT OFF.

ORDER ONE TODAY—Now!

CREATE-A-TUNE COMPANY

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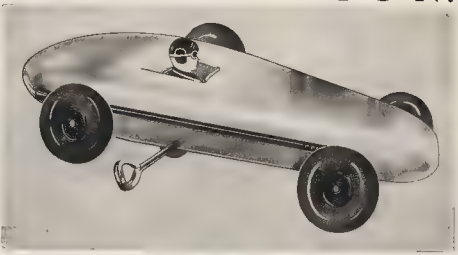
SEE IT IN A-C-T-I-O-N!



SIZE:
8" x 4"
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69¢
Retail

Here's lots of fun for all. Get a thrill with the SPEED RACER. A beauty of construction and design, with no sharp edges to cut little fingers. In 3 beautiful colors, with nickel plated exhaust pipe. All metal, high-powered spring motor. Just wind it up and watch it GO! Individually packed in a sturdy, colorful box. 3 dozen to a carton.

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Order through your nearest jobber. If desired, rush order will be filled by

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Oh Yes, MR. TOY BUYER

...everyone who sees Wight Rushton's 1947 creations of soft, cuddly toys falls for this line. Each item is new, different and so-o appealing... We believe you, too, will go for them in a big way. See these items on display at our sales office.

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Upholstered Toy Furniture

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Special Bulletin to Toy and Game BUYERS

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Standard and Deluxe Models—Plastic Cup and Dice—Score Pad

A Perennial Best Seller

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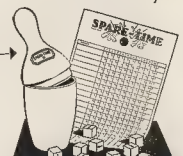


Write for Catalog Sheets on Other Items.

Toys Games

TROJAN, INC.

111 South 6th Street

MINNEAPOLIS, MINNESOTA

LIONEL INTRODUCES SQUARE TUBING CONSTRUCTION SET

The Lionel Corporation, one of the world's largest toy manufacturers, introduced variation in construction sets, plus all the latest gadgets in electric trains in time for the Toy Fair this year.

Featured in Lionel's 1947 line, is a unique construction set made up of aluminum square tubings. The Lionel product deviates from the bolt and nut joining processes, substituting modern riveting and rubber grommet methods which are easy to operate and hold the members firmly in place.

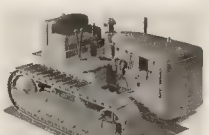
The set is simplified by means of external extension fitting pieces and predetermined locating holes have been eliminated. As a result, any boy from 7 to 15 can produce, exact in dimension and scaled in size, prototypes of universal joints, scooters, derricks and travelling cranes.

All the sets are accompanied by comprehensive manuals explaining details in a manner completely understandable to even the youngest age group. Sets come in varying prices: $3.95, $5.95, $9.95, and $15.95; the latter two being equipped with motor and reduction gears which put models, like the travelling crane, into operation

The strong appeal of electric trains has been enhanced this year by additional features such as a new type of electric locomotive and locomotives featuring new direct worm drive which permits complete control of speed and silent operation. New milk cars, operated by remote control and equipped with milk cans have also been added to the Lionel line.

NEW PLASTIC SCALE MODEL CATERPILLAR TRACTOR

A toy scale model in plastic of the latest D-7 Caterpillar tractor has recently been placed in assembly line production by the Cruver Manufacturing Company, Chicago. Scaled 1 to 24, the miniature tractor is constructed of Ethycellose in exact highway yellow with red accessories. The



Cruver Company's New Caterpillar

tractor's 23 component parts (including decals) are assembled on a conveyor belt. The model is complete in every detail from radiator shell to hitching drawbar. It is exclusively manufactured and sold by the Cruver company under the trade mark "Caterpillar" under license from the Caterpillar Tractor Company of San Leandro, Calif., and Peoria, Ill. During a Christmas season preview showing at the Peoria Caterpillar plant before 22,000 employees, nearly 10,000 of these scale model tractors were sold.

On the present assembly line at the Cruver plant, production has now reached 150 tractors per hour. Additional assembly lines for tractor output may be added later. Dimensions of the tractor: 7 ins. long, 3⅝ ins. wide and 4 ins. high at the highest point. Weight: 5½ oz. It retails at $2.39 with standard wholesale discount Each tractor is individually boxed in an attractive black-and-yellow carton. They are sold at department store toy counters, in toy and novelty shops and drug stores. For complete information on the toy scale model Caterpillar tractor write Cruver Manufacturing Co., 2460 Jackson Blvd., Chicago 12.

Ring-A-Toon by Tot Tested Toys, Ltd.

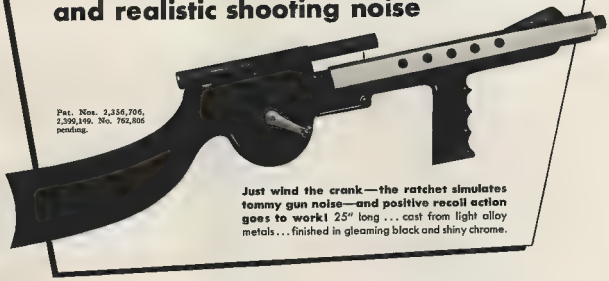
NEW MEMBER JOINS MUSICAL FAMILY

Tot Tested Toys, Ltd., manufacturers of the famous Toot-A-Toon Trumpet and Slide Trombone, announces the availability of Ring-A Toon, a remarkable new musical toy designed by Vernon Grant that boasts more than a complete octave, true pitch, and true tone. And is absolutely safe for even tiny tots. There are no wires, no plug-ins, and it's absolutely simple to operate. It functions perfectly on a standard battery and gives notes short, long, and sustained. Its case is in beautiful full color, illustrated by the nationally known artist, Vernon Grant. This amazing toy provides musical pre-education for children. With it, they learn difference in tones and how to go from one note to another. Mr. Lein, Sales Manager of Tot Tested Toys, Ltd., at 220 Madison Avenue, says, "Ring-A-Toon is a fine addition to Tot Tested Toys' musical family. We have tested Ring-A-Toon with children of all age groups and they have demonstrated that the toy has remarkable play value and that it has amazing ability to pre-educate children for music."

Realistic . . . Eye-Catching . . . Durable . . .

Radar Flash Tommy Gun

The Tommy Gun Toy with *POSITIVE RECOIL ACTION* and realistic shooting noise



Pat. Nos. 2,356,706, 2,390,149. No. 782,806 pending.

Just wind the crank—the ratchet simulates tommy gun noise—and positive recoil action goes to work! 25" long . . . cast from light alloy metals . . . finished in gleaming black and shiny chrome.

Youngsters are sure to love this realistic toy that has all the class of a toy twice as costly. There's nothing like it on the market today! Light weight CAST construction . . . few simple operating parts, all durable heavy gauge metal. Positive recoil action is just like a real tommy gun. Telescope type peep sight adds to realism of this lifelike toy.

The Radar Flash Tommy Gun is created to sell at a nominal price that will give dealers and retailers a good profit. Investigate this new money-maker today! Phone, write or wire the address below for sample of the tommy gun and prices.

A PRODUCT OF

RICHARD MURRAY COMPANY

BUTLER, PENNSYLVANIA

NEW

Here's the construction set you need to help make '47 your biggest toy year.

Girls and boys will build doll houses and schools, plane hangers and bridges in true-to-life miniature. Adult home planners can first create the house of their dreams in their own living rooms. And, model train fans can have the realistic right-of-way villages they've always wanted.

Yes, American Plastic Bricks have sure-fire consumer merits—real salability from market appeal, through design and function, down to attractive display packaging. Featured in your hobby or toy land they will thrill and sell old and young alike.

Two profitable sizes, 200 and 400 pieces, retailing at popular prices. Write for Halsam's new catalog for complete information.

AMERICAN PLASTIC BRICKS

Made by Elgo Plastics, Inc. Distributed by Halsam Products Co.

4114 Ravenswood Ave. HALSAM Chicago 13, Illinois

1917—*Famous Quality Toys for 30 Years*—**1947**

for TWO generations

A household word in American literature and folk-life

Only the GENUINE OUIJA bears this name

WILLIAM FULD HARFORD and LAMONT AVES. BALTIMORE 7, MD.

TELEPHONES
CHIMES • BELL TOYS

STEEL TOYS OF QUALITY
BICYCLE BELLS

THE N. N. HILL BRASS CO.

NEW YORK SHOWROOM:
ROOM 463—FIFTH AVENUE BUILDING

Pacific Coast Rep.: The Standard Toy Agencies, 718 Mission St., San Francisco, Cal.

Catapult Action TOY PISTOL

NOW ONLY 29¢

KREST, INC.

19303 W. DAVISON DETROIT 23, MICH.

ALL-ALUMINUM

ZEPHYRCART

Big • Strong
Safe • Light
Fast Selling

Great fun for children . . . A big help to shopping mothers

SO LIGHT...
a four-year old can lift it.

SO STRONG...
it supports the weight of 3 adults.

"Mommy, buy me one of those." That's what boys and girls say when they see this handsome, gleaming all-aluminum, rustless coaster wagon. Weighing only 8 lbs. Zephyrcart can be easily pulled, lifted or carried in and out of the house. Non-loosening aircraft locknuts secure brackets and handle. Edges and corners rolled and rounded for complete safety. Roomy one-piece body — 28" x 14" x 3½" — rides smoothly on 7" wheels equipped with ¾" rubber tires. Shipped knocked down in individual cartons, easy to assemble; shipping weight 10 lbs. Healthy profit margin, heavy year-round sales! Available for immediate delivery through local jobbers.

H and H Manufacturing Co., Wilford Bldg., 33d & Arch Sts., Philadelphia 4, Pa.

Everything New at
"NASCO"

- *New Values!*
- *New Styles!*
- *New Materials!*

Featuring

DRINKING & WETTING DOLLS

In All Popular Sizes and Styles

An Unbeatable Selection of

STUFFED and COMPOSITION DOLLS

to fit your every requirement . . .
and all at prices that will please you.

REMEMBER: NASCO delivered 100% of all accepted orders in 1946.

Write or wire for our greatly reduced prices. Place your order early and take advantage of these sensational NASCO values.

NASCO DOLL, INC.

2417-21 PITKIN AVENUE - - BROOKLYN 8, N. Y.

APplegate 7-7131-1832

Phillips fuels your flight at

Tradewind Airport

AMARILLO TEXAS

Tradewind, the first Approved Repair Station in West Texas, accommodates 10 airplanes and provides a hangar for Amarillo Aircraft

Mr. Shelby M. Kritser has been an airplane enthusiast since his boyhood days (not so long past!) He is now the young energetic president of the up-and-coming, new Tradewind Airport.

A Phillips 66 tank truck with a capacity of 800 gallons, refuels a private plane at the Tradewind Airport.

THE AIR-MINDED CITY of Amarillo boasts a new air field, called the Tradewind, built and operated solely for the use of private planes. Located just southeast of the city limits, this modern air field is the first in the country to use runways sodded with Bermuda grass and kept in the pink of condition by underground, high pressure irrigation!

Just as a man is known by the company he keeps, so you can judge the quality of Phillips 66 Aviation Gasoline by those who use it. At the Amarillo Municipal Airport where the big sky-liners refuel . . . as well as at the smart, modern Tradewind Airport, you'll see the familiar winged shield of Phillips 66 Aviation Gasoline. Phillips aviation products and Phillips service are well-known throughout aviation circles . . . from the Dakotas to the Rio Grande!

Yes, you can depend on Phillips 66 Aviation Gasoline! Phillips is one of the largest suppliers of high-octane fuels. If you need help with your aviation fuel problems please write to the Aviation Department, Phillips Petroleum Company, Bartlesville, Oklahoma.

Phillips 66

AVIATION GASOLINE

OUR NEW

1947 Dolls

TOGETHER WITH OUR

"Queen For A Day"

and

"Heart's Desire

Come Forth to Greet You
For the New Year

"Heart's Desire"

"Queen for a Day"

HOLLYWOOD DOLL MFG. COMPANY

FACTORY	SHOWROOM	NEW YORK
1708 STANDARD AVE.	520 W. SEVENTH ST.	D. H. FABER
GLENDALE, CALIF.	LOS ANGELES, CALIF.	532 FIFTH AVE. BLDG.

Barre Scooliner

Scoot your sales to a new high with the new marvelously constructed Barre Scooliner. Loads of class and eye appeal . . . red frame, white wheels, silver handle Semi Pneumatic tires and rubber grips Assembled in 3 parts . . . just insert connecting pin, attach handle and there it is And it's built strong enough for the big boys too

Every Scooliner Carries Year Guarantee

SPECIFICATIONS			
Height	33¼"	Wheel Diameter	10
Length	40"	Handle Length	15
Weight Appr.	13 lbs.	Floor Plate	4½"x13½

Packed 2 to a carton . . Shipping Wt. 30 lbs

Barre metal products corp

WILKES-BARRE, PENNSYLVANIA

OUT IN FRONT

Compact!

—we INVITE comparison

NOTICE the heavy-gauge, all-steel construction. (Everything steel but the enameled wood handles and the solid rubber tires and pedals.)

NOTICE the sturdiness and down-right engineering skill that make these Schilling toys stand the "gaff" when healthy, robust youngsters put them through their paces.

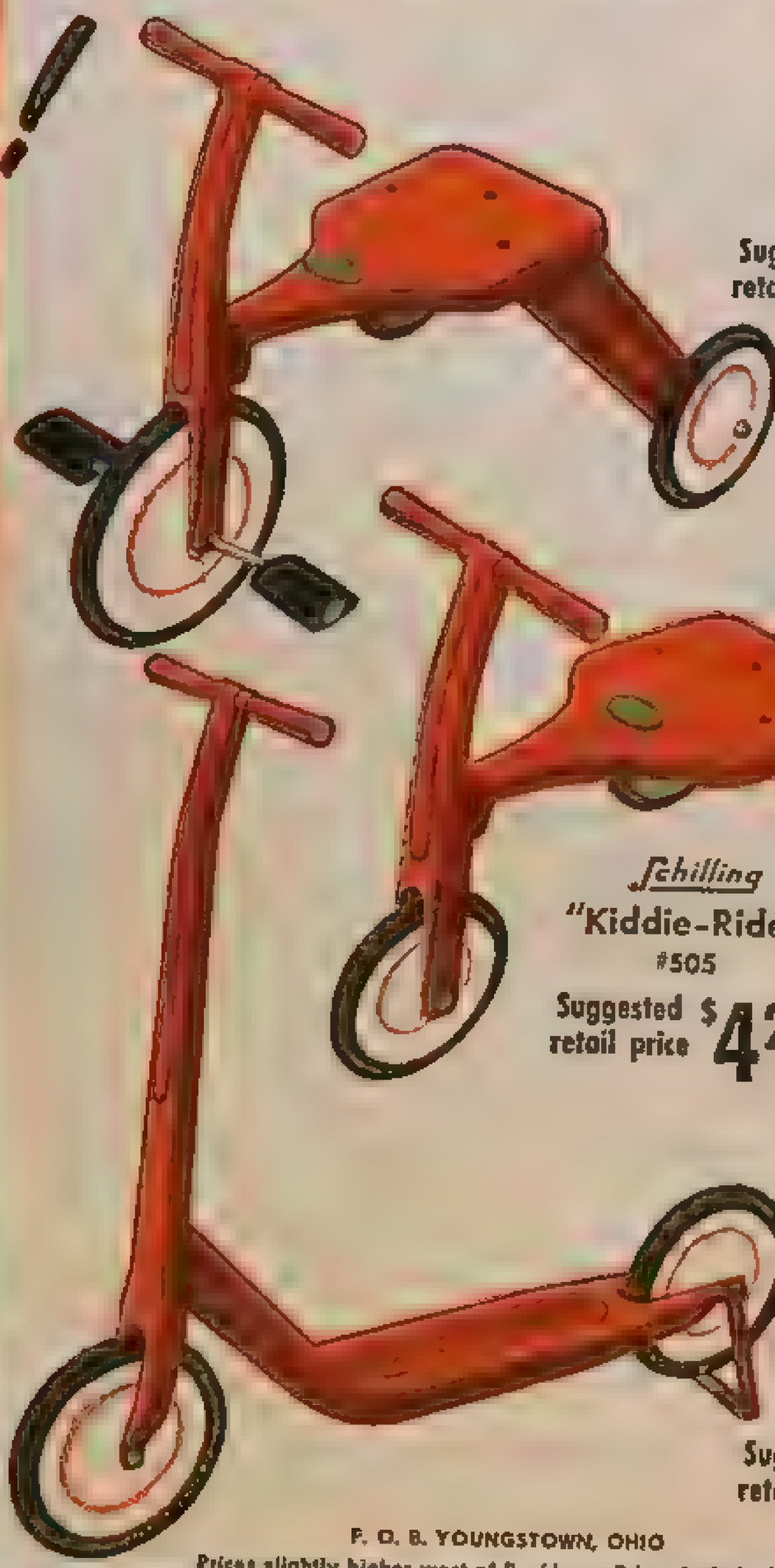
NOTICE the graceful, simple lines that catch the discerning eye of the buying adult. The bright fire-engine red baked-enamel finish is certain to stimulate "desire for possession" in the child, too.

LAST (but important) **NOTICE THE PRICES** at which you can sell this magnificent line. FIGURE YOUR PROFITS...reach for your order form.

★ *Special Jobbers' Pet-up*

J. L. SCHILLING CO.
260 FIFTH AVENUE
NEW YORK 1, N. Y.

J. L. SCHILLING CO. (Canada) LTD
425 [illegible] St., Factory 4, Verdun 19, Quebec



Schilling
Pedal-Bike
#506
Suggested retail price $5.49

Schilling
"Kiddie-Rider"
#505
Suggested retail price $4.29

Schilling
SCOOTER
#511
Suggested retail price $4.49

F. O. B. YOUNGSTOWN, OHIO
Prices slightly higher west of Rockies • Prices include fire tax

Pedal-Bike (No. 506) • [illegible] • Overall length, 23" • Overall width, 15½" • Front wheels 8" O.D. • Back wheels 6¼" O.D. • ⅝" tires on all wheels • Rubber tread on pedals • Packing ¼ doz. Weight approx. 25 lbs. per carton • Wood handle, painted red • Body and Fork—all metal—Fire Engine Red • Wheels, ivory—red striped.

"Kiddie-Rider" (No. 505) • 16 gauge steel • Overall height, 17½" • Seat height, 10" • Seat width, 7¼" • Overall length, 23" • Overall width, 15½" (from outside of back wheel to outside of opposite wheel) • Three wheels, 6¼" O.D. • ⅝" tires on all wheels • Packing ¼ doz. Weight approx. 19 lbs. per carton • Wood handle, painted red • Body and Fork—all metal—Fire Engine Red • Wheels, ivory—red striped.

SCOOTER (No. 511) • New improved specifications • 16 gauge steel • Wheels [illegible]" O.D. • Overall length, 35" • Overall height, 31¼" • Rubber tires 1" • Packing—1 to carton • Weight—11 lbs. per carton.

WATCH

THE ORIGINAL

SLINKY

Steal the Show

The
"CLOWN PRINCE"
of
TOYS

SLINKY WILL GIVE YOU REAL TURNOVER

RETAIL $1.00

FEATURED DURING 1946 IN
SATURDAY EVENING POST
[illegible]
POPULAR SCIENCE
SCIENCE ILLUSTRATED
BETTER HOMES & GARDEN
AND OTHER PUBLICATIONS

A TWO WEEK
PERFORMANCE
STARTING MARCH 10th
ROOM 668
HOTEL McALPIN

Exclusive With
DEMPSTER DISTRIBUTORS Inc.
4421 LANCASTER AVE • PHILADELPHIA PA

OTHER OFFERINGS
BY
DEMPSTER

★ EXCLUSIVE DISTRIBUTORS

★ **GYRO TOP**
Solid Brass Wheel
Individually Balanced
Welded Steel Frame
Attractively Boxed
Spins 5 to 8 Minutes
Retail $1.00

FAST MOVING ITEMS FOR ALL YEAR SALES

TOMIC TOMMY
THE MYSTERIOUS
DRINKING BIRD
•
NEVER STOPS
DRINKING
•
DELIGHTS CHILDREN
AMUSES ADULTS
Retail $2.00

SEE THESE
AND OTHERS
AT THE
TOY SHOW
ROOM 668
Hotel [illegible]
NEW YORK •

★ **MAGIC LASSO**
A NEW HOLLYWOOD TOY THAT MAKES A REAL COW-BOY OR COWGIRL OUT OF ANY CHILD.

MANY TRICKS MAY BE MASTERED
Retail $1.00

IMMEDIATE DELIVERY ON ALL ITEMS

DEMPSTER DISTRIBUTORS INC.
4421 LANCASTER AVE. • PHILA. PA.

For 1947 Feature this....

Real Complete Fishing Outfit in Handsome Metal "Carry Case"

with 2 piece "Whippy" Oil-Tempered Steel Rod
JCLICK Precision Reel
9 Other Tackle Items

#300
$3.29 RETAIL

11 Piece Outfit Includes:

1 A solid metal Carry Case lithographed aluminum and blue 24 x 3 x with metal handle
2 A two piece oil tempered whippy steel rod 46 long featuring the Easy Line ferrule red enameled handle and lite grip reel sock
3 Ty Line precision reel with click
4 Nylon fishing line
5 Sinkers
6 Assorted sizes steel fish hooks
7 Float
8 Snelled hook
9 2 ft gut leader
10 Illustrated instruction Booklet
11 Metal handy parts box Lean

FREE . . .

Brilliant full Color Display
A strong sales producer
Ideal for Counter or Window
Free with every dozen sets

These complete fishing outfits newly designed, beautifully packaged are Tremendous Value Order NOW

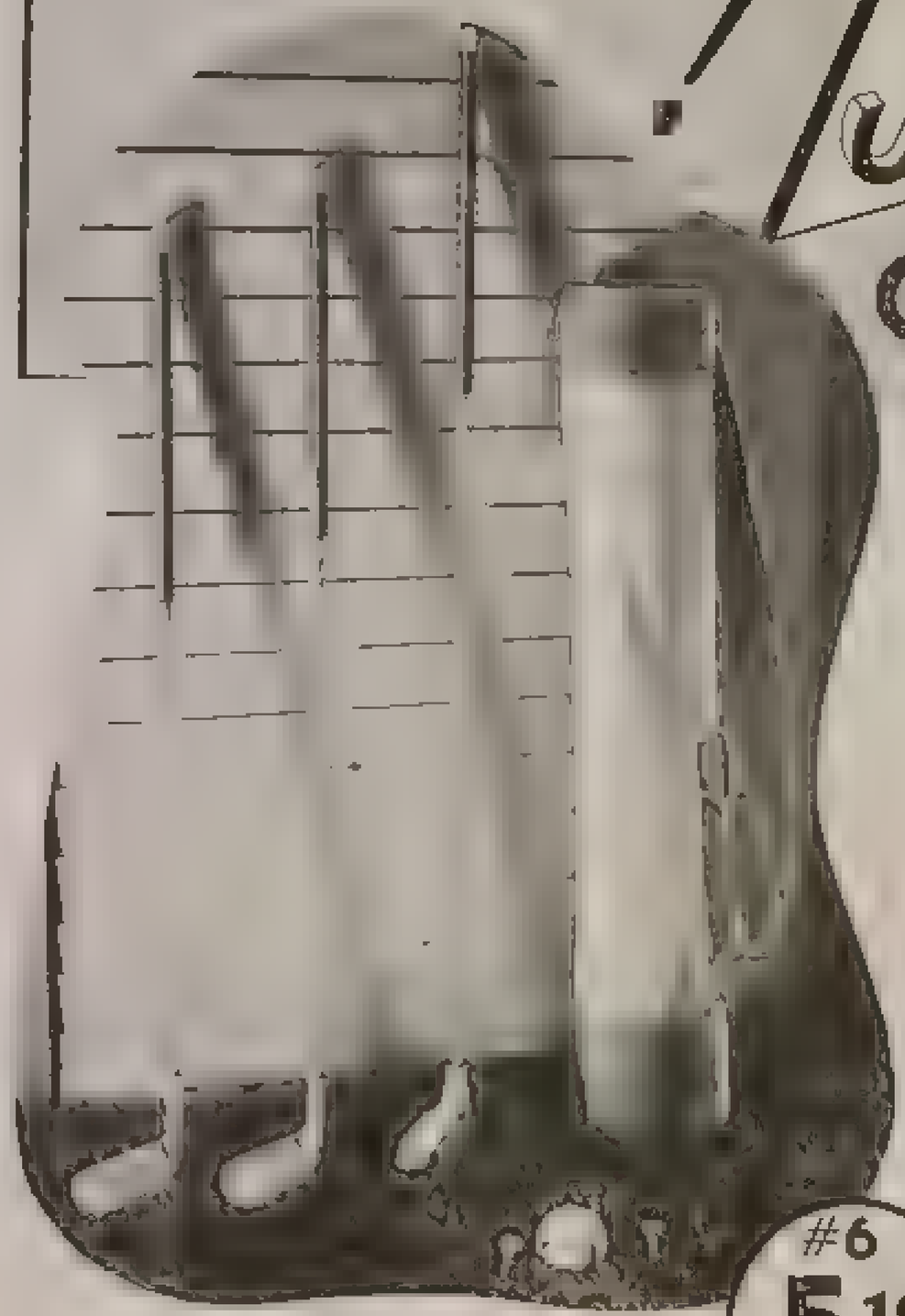
NEW YORK TOY & GAME MFG. CO.

Creators of Finest Playthings

200 Fifth Ave., Room 353, New York 10 N Y

A SMASH HIT!

Jr. Ace GOLF SET



Fair Days on the Fairways for the young Golfer with this beautiful set. Includes everything necessary from tee to green.

7 PIECE OUTFIT INCLUDES

1 Polished Aluminum 28 " Driver with rubber hand grip.

1 Polished Aluminum 26 Mashie with rubber hand grip.

1 Polished Aluminum 24 Putter with rubber hand grip.

All clubs have polished aluminum shafts and heads.

1 22" x two tone Canvas Bag with Pocket and Carry Strap

Bag has metal bottom plate and metal top rim

1 Specially Designed Rubber Golf Ball

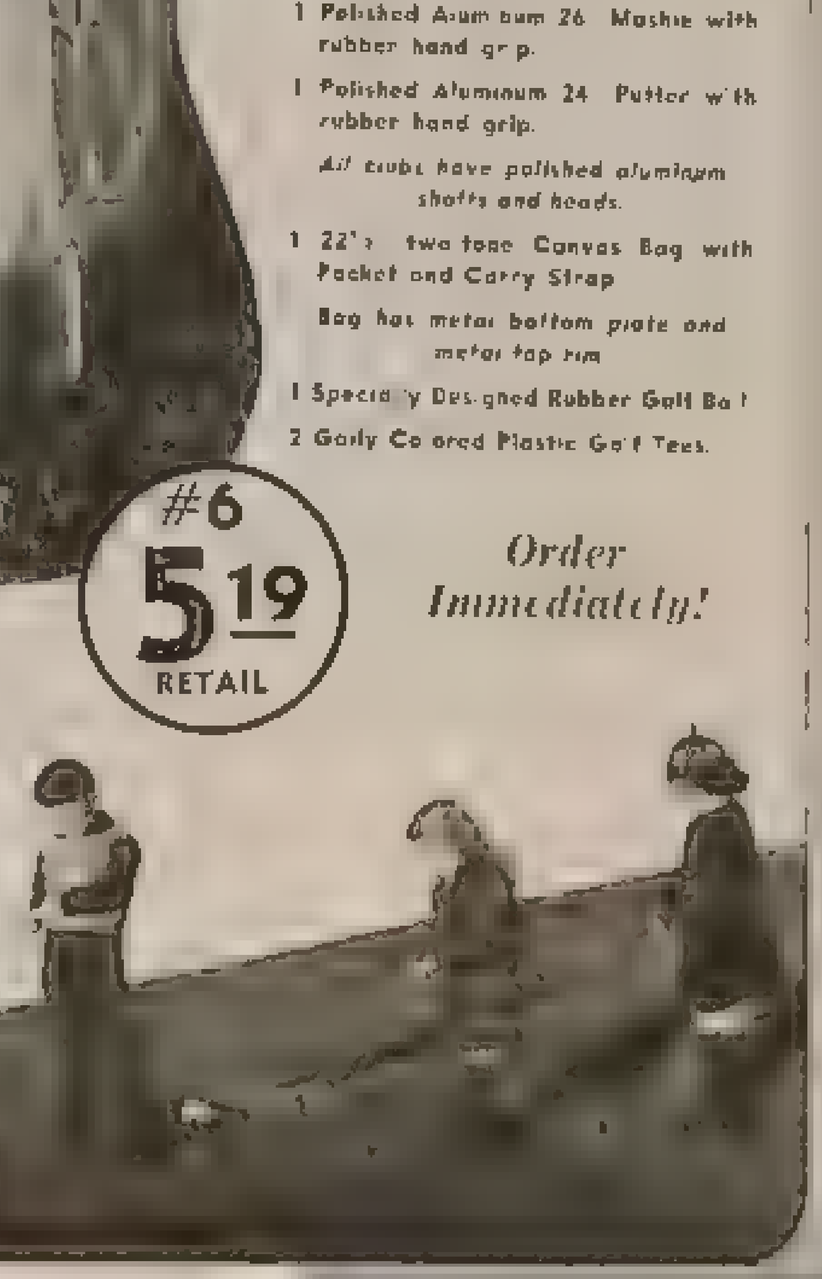
2 Gaily Colored Plastic Golf Tees.

#6

$5.19 RETAIL

Order Immediately!

Score a hole-in-one with Top Sales on this great buy. These complete Golf Sets are available now!



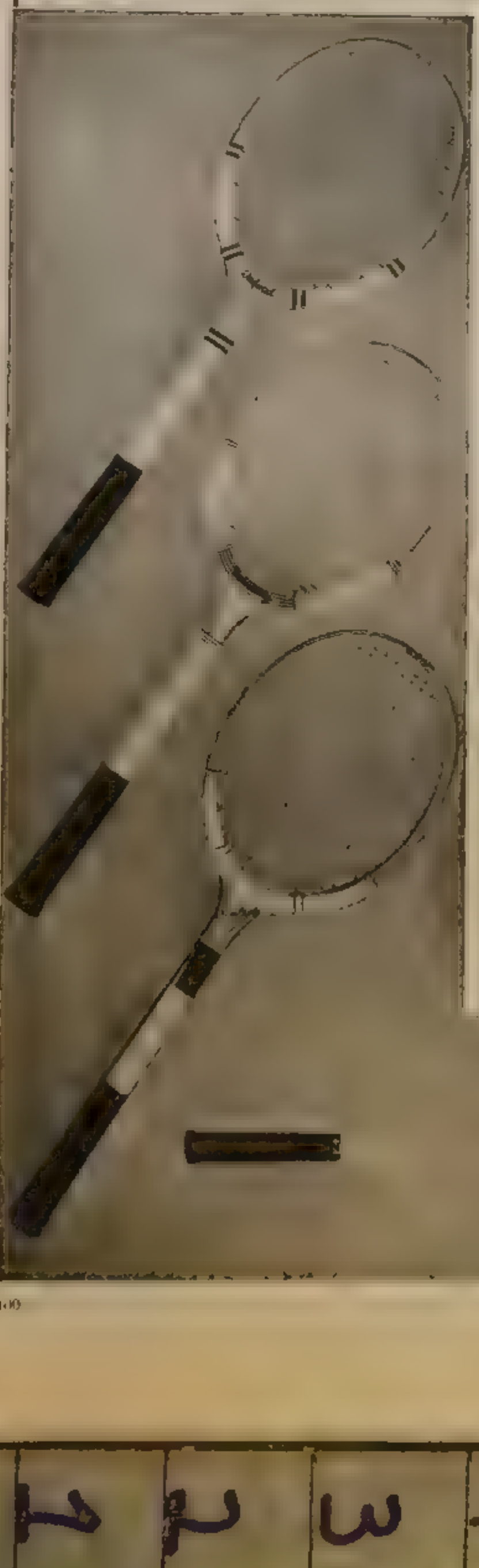
NEW YORK TOY & GAME MFG. CO.

Creators of Premium Promotions

200 Fifth Ave., Room 353 New York 10, N. Y.

MONECO COMPANY

NEW HAVEN, CONN.



offers

Tennis Rackets

for

IMMEDIATE SHIPMENT

• • •

AS ALWAYS, TOPS IN JUVENILE SPORTING GOODS

• • •

Stop in to See Us at

OUR NEW PERMANENT SHOWROOM

HOTEL BRESLIN

1186 BROADWAY AT 29TH ST.
NEW YORK, N. Y.

Suite 410-412—MUrray Hill 5-9601

ARTHUR PISER
MONROE FRANKENBERGER

Priced right for your toy department

STAFFORD'S 2 New DIESELS

ARE PRACTICALLY WRECK-PROOF!

No. 2006
Suggested Price **49c**

No. 2050
Suggested Price
98c

ONE PIECE
20 GAGE STEEL

BAKED ENAMEL IN
ATTRACTIVE COLORS

The new Diesels are worthy additions to the instantly popular Stafford Stream Liner all-steel line of toy trains. They're also "going places." Read the "Specs" and be sure to get your orders in early!

Each Diesel Packed in a Colorful Display Carton

SPECIFICATIONS

Item No	Name	Length	Width	Height	Shipping Unit	Shipping Weight
2006	Diesel	13"	1½"	2"	2 Dozen	17 lbs.
2050	Diesel	18"	3⅜"	3⅛"	2 Dozen	38 lbs.

NO RIVETS NO TABS

ORDER THROUGH YOUR JOBBER

See Us at Room No. 1004, Hotel McAlpin, During the Toy Fair

STAFFORD CORPORATION • 1810 E. ATWATER CA. 7970 DETROIT 7, MICH.

TOT TESTED TOYS* GOES NATIONAL!

see your own representative at the Toy Show—Hotel McAlpin, Room 616

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Showroom:
1417 Merchandise Mart
Chicago, Illinois

Atlanta Toy Mart
Showroom:
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Atlanta, Georgia

Jarvis-Smith
Showroom:
200 Fifth Avenue
New York 10, N. Y.

Welcome G. Young & Son
Showroom:
99 Chauncey Street
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Totem Industries, Inc.
Showroom:
2210 Second Avenue
Seattle 1, Washington

Lee Sherman
Showroom:
1935 S. Flower St.
Los Angeles 15, California

James R. Melton
Showroom:
San Angelo, Texas

TOT TESTED TOYS, LTD.

270 Madison Avenue • New York 16, N. Y.

TRADE MARK REGISTERED U.S. PAT. OFF

San Antonio

THE SOUTHWEST'S TOY AND GIFT MART

SAN ANTONIO . . . MAY 18 thru 22

holds the "front and center" spot on buying calendars of the nation's most important Toy and Gift Buyers, because:

SAN ANTONIO'S Annual International Toy & Gift Show will present [illegible] America's outstanding [illegible] all [illegible] a convenient [illegible]

BUYERS KNOW that 1947 marks a year of changing scenes . . . changes in [illegible] changes in price levels changes in consumer buying habits

BUYERS KNOW that these changing developments must be met with alert merchandising methods . . . and merchandise selections geared to the 1947 demand

BUYERS KNOW that San Antonio's International Toy & Gift Show brings to [illegible] a timely presentation of all that is new . . . direct from the factories of America's leaders in the Toy & Gift industries

BUYERS WELCOME San Antonio's International Toy & Gift Show as their opportunity to meet these Manufacturers . . . establish new sources . . . to meet with other Buyers and discuss ways and means to profitable retailing during 1947

SAN ANTONIO'S Annual International Toy & Gift Show affords them an opportunity to place their lines and selling propositions before retailers who attend this event for the specific purpose of buying . . . buyers representing important chains . . . department stores and independent store operators

SOMETHING NEW . . . TYPICALLY TEXAN!

To add to the many charming features of a visit to San Antonio . . . special arrangements have been made for a two-day sojourn to a real TEXAS OLDE RANCH at Special Rates to those who attend. Dates are May 23-24 after close of the show

San Antonio

MARKET PLACE OF THE AMERICAS

SAN ANTONIO . . . MAY 18 thru 22

is regarded by leading Manufacturers and Wholesalers of Toys and Gifts, from all sections of the nation, as a 1947 SALES MUST, because:

MANUFACTURERS AND WHOLESALERS KNOW that stepped-up selling . . . aggressive selling . . . constant selling is the keynote to a profitable 1947. They know the importance of keeping their hands on the pulse of the trade

MANUFACTURERS AND WHOLESALERS KNOW that San Antonio's International Toy & Gift Show attracts Buyers from all sections . . . and that San Antonio offers the plus of Buyers from the Southwest and Latin America who visit no other trade shows and who turn to San Antonio traditionally as their Market City

DEMANDS FOR SPACE at last year's Show were far in excess of the space available. All space was sold out six weeks in advance of the opening date

DEMANDS FOR SPACE for 1947 are ahead of those for last year. Renewals are running to a high percentage

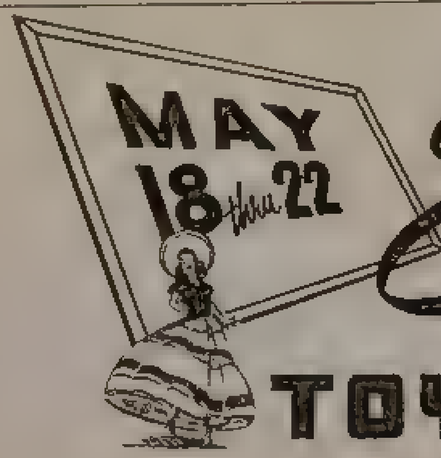
RESERVE YOUR SPACE NOW!

Write for Rates and Space Availabilities . . . Address all correspondence to:

SAN ANTONIO'S INTERNATIONAL TOY & GIFT SHOW
2200 ALAMO NATIONAL BUILDING
SAN ANTONIO 5, TEXAS

SAN ANTONIO'S MUNICIPAL AUDITORIUM

San Antonio's beautiful Municipal Auditorium where San Antonio's Annual Toy & Gift Show is held affords the greatest amount of Exhibit Space in this city . . . 25,000 square feet. It is conveniently located within short walking distance of all leading hotels.



San Antonio's INTER-NATIONAL TOY and GIFT SHOW

Wired for Quick Sales

WESTERN UNION
Radio Telegraph Signal Sets

Give your prospects the thrill of their lives with a Deluxe Western Union Code Telegraph System. A complete signal set wired for sending and receiving dots and dashes. 50 feet of wire, instruction sheets and Morse Code Western Union Blanks. Packed flat, per carton weight 28 lbs. Retail price $2.50

Am inexpensive, simple item which keeps on selling because it buzzes. Blinks and Clicks. Strictly made for long wear, this regular set offers boys a lot of value for genuine telegraphy thrills. It includes an instruction sheet and even a few Western Union Blanks. Packed 4 doz. per carton weight 20 lbs. Retail price $5.

Double up your thrills with this double signaling set. Packed in an attractive display box in sets of two. Includes instruction sheet and miniature Western Union blanks. Popular with boys and girls who want to signal one another secretly in dots and dashes. Code Packed 2 doz. per carton, weight 20 lbs. Retail price $ 50.

NOW IN PRODUCTION

up the modern inter-communication system. 2 complete wall telephones of attractively finished heavy gauge steel including 50 feet of wire, ready for you to install anywhere in your home or on the farm. Packed 1 doz. per carton, weight 33 lbs. Retail price $5.50 ea.

At up-to-date as plenty allows. Two gleaming telephones in modern cradle finish. Attractively boxed in sets of two. Operating on flash light batteries, modern and completely concealed. 50 feet of wire included ready for instantaneous inter-office talk. Packed 4 doz. per carton, weight 40 lbs. Retail price $6.00

S. B. MFG. CORP.

IMMEDIATE SHIPMENTS on TODAY'S ORDERS

JUNIOR ENGINEER
STEAM ENGINE
Model S. E. 100

Comes assembled as a Walking Beam Type Engine

3 engines in 1

suggested list price

$9.95

Assembled Walking Beam Type Engine

As a Pumping Type Engine

Spot Tested

and proven a fast seller, this advance type 3-in-1 steam engine is certain to be one of this year's toy sensations

Now with material and production problems solved, with a reserve stock built up against this season's demand, we are prepared to meet all delivery commitments.

For smart toy men who recognize a "natural" and know how to exploit a really hot toy item, here is the triple appeal toy, a steam engine, construction toy and educational toy—a safe, quality mechanical toy that is priced to sell.

Dealers, Jobbers—write for Catalog Sheets and discounts

A few attractive territories still open for representatives.

THE K. J. MILLER CORPORATION

2901 South 61st Court • Chicago 50, U.S.A.

LAGOO

The Season's "BEST SELLERS" in
ATTRACTIVE DISPLAY CARTONS!

Retail 25c

The Famous

BOBBIN MIDGETS

Retail 29c

Fascinating Crystal-Clear

BALL-N-BALL

Retail 19c

Colorful Two Tone

MUSICAL BELL BALL

New York City Showroom, 200 Fifth Avenue, Room 561

L. A. GOODMAN MANUFACTURING CO.

131-145 W. 63rd St., Chicago 21, Ill.

You can BANK on VOLUME SALES

the YEAR 'ROUND with

Stetford

ALL METAL

SAVINGS BANKS

$1.00

MAIL BOX BANK*
8½" high, green enameled, strong lock and key, individually gift boxed.
3 doz. to carton.

National SAVINGS BANK*
4½" high, red enameled, strong lock and key, individually gift boxed.
3 doz. to carton.

* PATENTS PENDING

36-09 ROOSEVELT AVE., JACKSON HEIGHTS, NEW YORK

represented by

C. S. JACOBSEN, 200 Fifth Ave., New York 10, N. Y.
ROY F. TRALGER ASSOC., 1458 Mdse. Mart, Chicago 54, Ill.
J. W. FULLER, 1127 Liberty Bank Bldg., Dallas, Texas
R. M. TEMPLE, Jr., 369 Robert St., St. Paul, Minn.
FELDMAN & CO., Mdse. Mart, Kansas City, Mo.
GULF STREAM DIST., 406 N.E. Second Ave., Miami, Fla.
ATLANTA TOY MART, 175 Peachtree St., Atlanta, Ga.
JOBBER SPECIALTY CO., 2457 Hunter St., Los Angeles, Cal.
LINDSAY BERGSTROM CO., Mercantile Bldg., Denver, Colo.

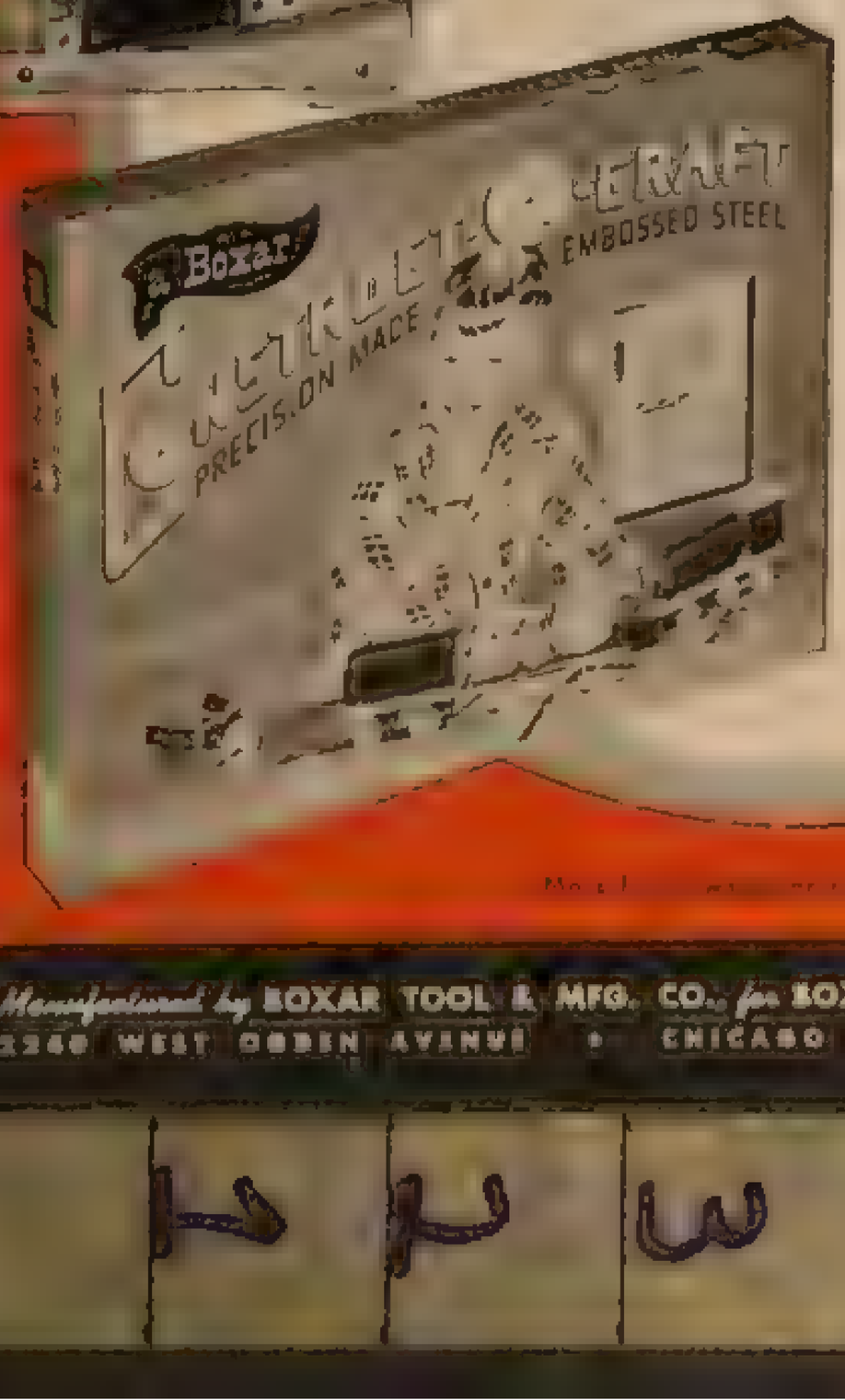
★ Get ready for BIGGER sales in 1947
with this steel construction set line!

a Boxar

CONSTRUCT-O-CRAFT

PRECISION MADE TRADE MARK

★ ★ EMBOSSED STEEL



Sensational consumer acceptance of CONSTRUCT-O-CRAFT has proved beyond a doubt that a great future lies ahead for this remarkable steel construction set line. At first glance, you'll agree that beautifully-boxed CONSTRUCT-O-CRAFT packs plenty of sales power, whether it be the BIG Model 500 or the super-value Model 300. What's more, you can be sure delivery promises will be kept, an important consideration not to be minimized in this period of material shortages. Make the Boxar booth your No. 1 stop at the March Toy Fair. You'll be glad you saw the CONSTRUCT-O-CRAFT line *first!* Better still, why wait? We suggest you do your buying NOW! (Model 500 shipped 6 to a carton . . . wt. 29 lbs. — Model 300 shipped 12 to a carton . . . wt. 32 lbs.)

Sales Representatives

THE TOY MARKET
1418 Merchandise Mart
Chicago, Illinois

LOUIS WILLIAMS & CO.
Nashville, Tennessee

THEO. MAUS
1355 Market St.
San Francisco, Calif.

ARTHUR FREY
200 Fifth Ave.
New York City, N. Y.

HOFMAN & STAVERT
Montreal, Canada

B. F. SCHOEN, LTD.
Honolulu, T. H.

MODEL 300
$3.95 RETAIL

★

MODEL 500
$6.95 RETAIL

SEE OUR DISPLAY
AT THE TOY FAIR
ROOM 623
Hotel McAlpin
New York, N. Y.

Manufactured by BOXAR TOOL & MFG. CO., *for* BOXAR SALES CO.
2240 WEST ORBEN AVENUE • CHICAGO 12, ILLINOIS

STREATER'S "STATION MASTER"®

BUYERS' FACTS

Size of body 36 x 16 .
Hardwood body, natural finish
Heavy metal wrap around edge.
Metal tongue and handle.
Double-faced metal disc wheels, red baked enamel finish
Nickel hub caps—nickel stake pockets, bolts and screws.
9" wheels—¾" rubber tires
Oil impregnated wood bearings
Assembly instruction sheet enclosed
Packed 1 to a carton.
Weight, each, 38 pounds.

IMMEDIATE DELIVERY!

IT WILL PAY YOU
to see the complete STREATER line
Be sure to visit us during the
TOY FAIR at the
BRESLIN TOY MART
Room 304—Broadway at 29th
New York, N. Y.

Presenting a STAKE TYPE WAGON that is "unquestionably superior" in every respect to any similar wagon in the wheel goods market!

EVERY BOYS DREAM COME TRUE!

Here's Streater's work and play stake wagon! Stakes are separately removable and usable in various combinations. Its sturdy well-built construction is made to withstand years of the toughest usage!

STREATER INDUSTRIES SALES CO. INC

FACTORY AT
SPRING PARK, MINN.

PERMANENT DISPLAY ROOM
BRESLIN TOY MART
BROADWAY AT 29th
NEW YORK, N. Y.

FACTORY REPRESENTATIVES
J. P. SANDERS
THE OETTELBACH COMPANY

WM. E. COLLINS

NATIONAL GAMES

INCORPORATED

MAGNETIC FISH POND

Children have always loved fishing games, especially this type which uses magnets. In addition to fishing in the "blind pool" set up in the center of the game, the children can catch the little fish bobbing up around the outside. This is only one of the games in the 1947 line. Some of the others are:

[illegible]	[illegible]	[illegible]	[illegible]
Animal Puzzles	[illegible]	[illegible]	[illegible]
Bird Puzzle	[illegible]	[illegible]	[illegible]
Donkey Party	[illegible]	[illegible]	[illegible]

[illegible]

[illegible]

[illegible]

visit Grand Canyon

on your Santa Fe trip to or from California

Santa Fe is the only railroad entering Grand Canyon National Park

Santa Fe provides daily Pullman service the year 'round direct to the South Rim of Grand Canyon via the new streamliner . . .

"The Grand Canyon"

Visit Grand Canyon—a natural wonder every American should see. On the South Rim, the escorted trail trips to the bottom of the Canyon and the drives along the Rim may be enjoyed any time during the year. And El Tovar Hotel, Bright Angel Lodge, and Phantom Ranch—all under Fred Harvey management—are open the year 'round. Mail coupon for new Grand Canyon folder.

T. B. Galloher, General Passenger Traffic Manager
Dept. NG-1, 80 East Jackson Boulevard, Chicago 4, Illinois

Please send me your new Grand Canyon folder.

Name_____

Address_____

City_____ State _____

Santa Fe

When traveling to or from California on the Santa Fe, visit...

Land of Pueblos

"Taos Pueblo" . . . an age-old Indian pueblo on the Indian-detour trips in northern New Mexico.

No matter when you travel to or from California via the Santa Fe, northern New Mexico calls you to visit its unique and colorful Land of Pueblos.

There, at any season of the year, you see Pueblo Indians in one or more age-old ceremonial dances, visit prehistoric cliff dwellings, ranches, adobe missions, and watch the Indians making pottery and silver-and-turquoise jewelry.

Winter is an especially good time of year to schedule a Land of Pueblos trip. Climate is crisp and invigorating. Nighttimes are memorable, with the air so clear you can almost reach up and "pick a star."

An ideal way to see this Land of Pueblos is on a one, two, or three-day *Indian detour*—the private motor tours that start from Santa Fé, New Mexico.

Convenient, too. Merely arrange to "stop over" at Lamy, New Mexico. A motor coach will meet the train. La Fonda, Fred Harvey's famous hotel facing the historic plaza in old Santa Fé, will be your headquarters.

Let us send you the picture folder giving full details on the colorful *Land of Pueblos* and the *Indian detours.* Just mail the coupon.

T. B. Gallaher, General Passenger Traffic Manager
Dept. NG-2, 80 East Jackson Boulevard, Chicago 4, Illinois

Please send me complete information on the Land of Pueblos and tell me how I can explore it on my way to or from California via Santa Fe.

Name _____

Address _____

City _____ State _____

SANTA FE SYSTEM LINES . . . Serving the West and Southwest

Some Short jottings for airline operators, charter companies, and V.I.P.'s

Presenting the SEALAND...

You've only got to ask

The Sealand, new 5/8-seater amphibian, is now coming off Short's production line. It's worthy of your attention wherever you are operating and whatever your aviation purpose. For the Sealand is the most adaptable, universally useful aircraft of its type ever designed. It's just the thing for charter companies and feeder lines. It is readily converted into a freighter, an ambulance, a mobile showroom, or — equipped as an office — a business man's transport. And it's as light and easy to handle on land as on water.

Getting down to it

Let's have a few estimated performance figures. The Sealand, at maximum economic cruising power — altitude 6,600 ft. — does 174 m.p.h. Its range, at 127 m.p.h., is 776 statute miles with full tanks (120 gallons) and 926 lbs. of freight. With less fuel (54 gallons) it will carry 1,400 lbs. of payload, which is roughly equivalent to 7 passengers and baggage, a range of 305 statute miles. Take-off distance is only 575 yds. (in 28 seconds) from water; 370 yds. from land. Landing speed is 69 m.p.h., and service ceiling is 21,600 ft.

Passengers *will praise the Sealand's attractively designed interior, finished in washable leather fabric, its comfortable seating and wide windows*

★

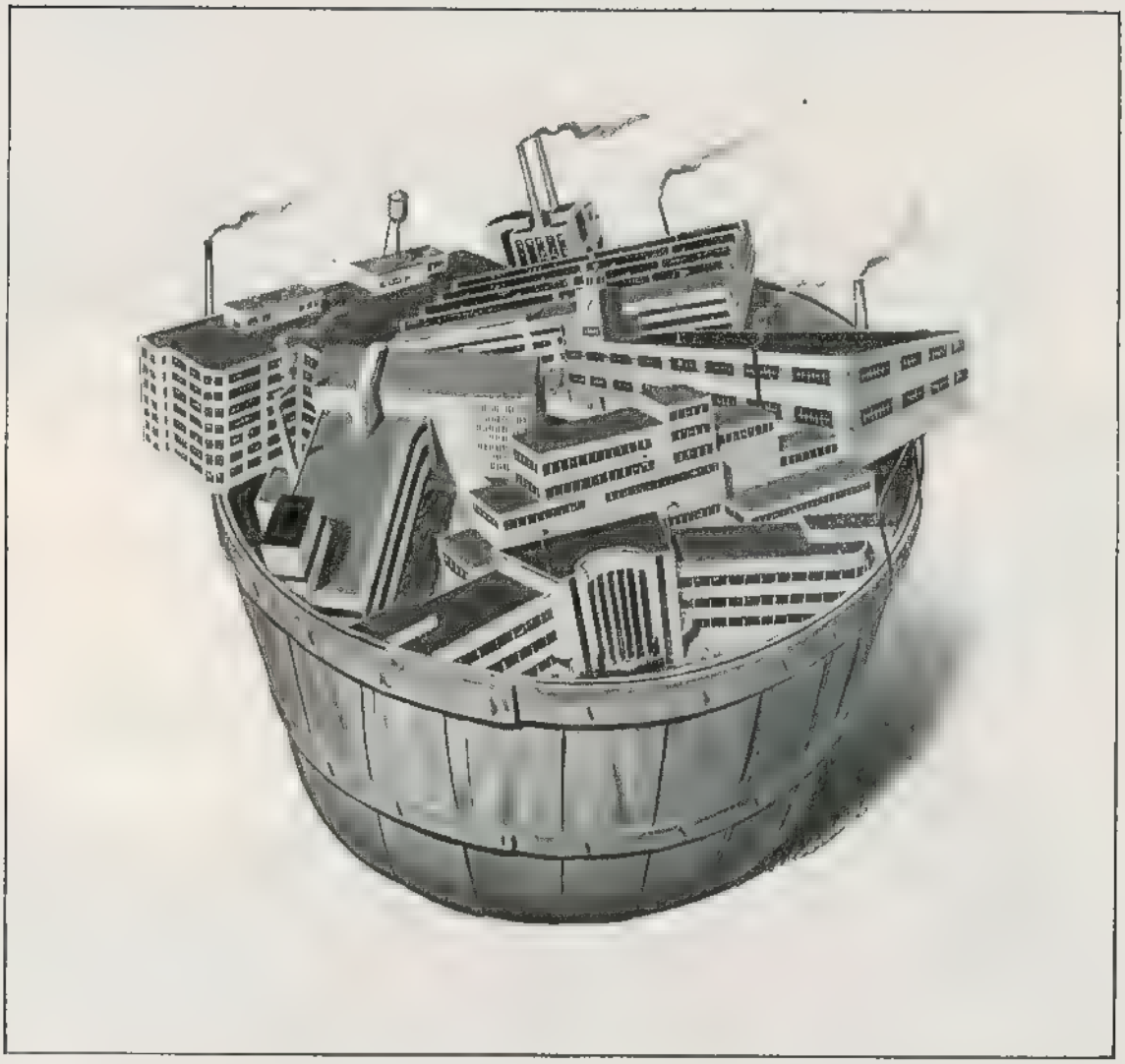
The Sealand *is reliably powered with two 330-h.p. D.H. Gipsy 70 engines. The cockpit is neatly and effectively laid out, and affords an exceptionally wide field of vision.*

Where breeding counts

Of course, great care has been taken to ensure that all Air Registration Board safety requirements have been met, and that airworthiness is unimpaired if one engine fails. Why "of course"? Because for nearly 40 years Shorts have been designing and building their famous family of flying boats. The Sealand thus has a proud ancestry. We suggest that, if you would care to operate this new amphibian, you write for complete details and tell us your requirements.

Shorts *The first manufacturers of aircraft in the world*

SHORT BROTHERS & HARLAND LIMITED, QUEEN'S ISLAND, BELFAST



A Bumper Crop in the South

All the forecasts indicate that the South again will harvest a "bumper crop" of new industries this year. But there's nothing strange and unusual about this!

Farsighted, clear-headed industrialists long ago discovered that the "climate" along the 8,000-mile Southern Railway System is "just right" for the quick, permanent, prosperous growth of all kinds of factories.

Why not "plant" your factory in this industrial garden spot... where it will flourish and thrive ... and where you will harvest a bumper crop of new and greater opportunities?

"Look Ahead—Look South!"

Ernest E. Norris

President

LOOK SOUTH LOOK AHEAD

SOUTHERN RAILWAY SYSTEM

The Southern Serves the South

Times have changed

Old and new rub elbows in the South these days.

Modern factories rise but a stone's throw from scenes of storybook charm and tradition all along the 8,000-mile Southern Railway System.

And there's a reason . . .

Business men who view the future realistically have discovered that the South is an "opportunity-land" beyond belief...with every factor favoring industrial growth and prosperity.

In this fastest-growing industrial area you'll find new opportunity for your business, too . . . in these changing times . . . when you "Look Ahead —Look South."

Ernest E. Norris
President

LOOK SOUTH LOOK AHEAD

SOUTHERN RAILWAY SYSTEM

The Southern Serves the South

Go SOUTH! It's so beautiful down here ... lovely old homes and gardens. And such charming people! You'd love it. A million things to do and see!
IN THE SOUTH JUN 1 9-PM
POST CARD
Vacationists Everywhere U. S. A.
Go South! Man! What a land of business opportunity! Factories going up all over the place. Old ones busy...expanding! Such activity! Such optimism! You never saw the likes of it!
IN THE SOUTH JUN 1 9-PM 1947
Card
INDUSTRIALISTS EVERYWHERE U. S. A.

Enthusiastic? You Bet!

THERE's plenty to be enthusiastic about in the Southland served by the 8,000-mile Southern Railway System.

As an all-around vacationland it's hard to beat.

And it's "tops" as an exciting opportunity-land for industry and business. Here, industry is thriving on abundant natural resources, fast-expanding markets and all the other factors that favor continued growth and prosperity. Here, industry is facing the future with enthusiasm and confidence.

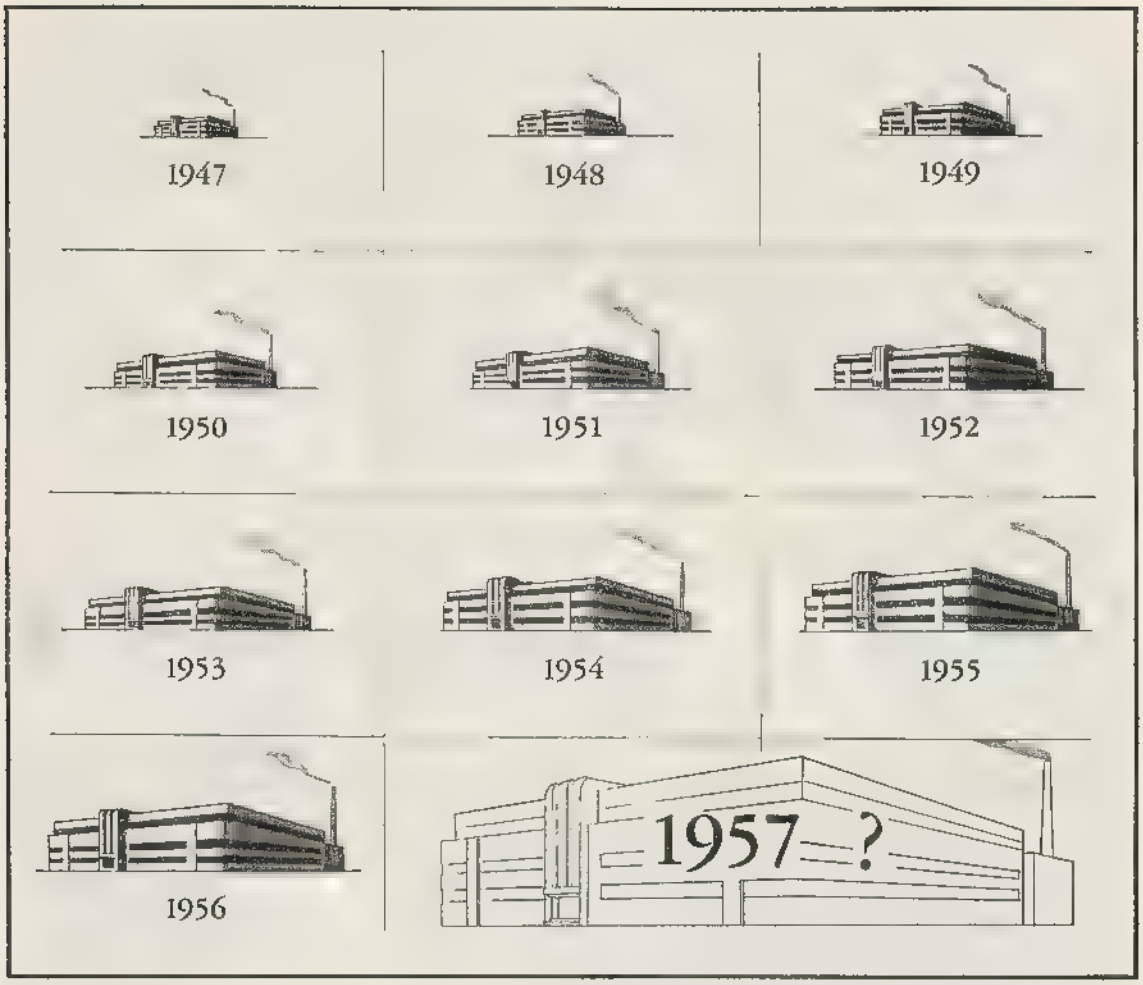
If you're looking for greater industrial opportunity, you'll find it difficult to curb your enthusiasm when you *"Look Ahead —Look South."*

Ernest E. Norris
President

LOOK SOUTH LOOK AHEAD

SOUTHERN RAILWAY SYSTEM

The Southern Serves the South



How much will your business grow in 10 years?

That's a difficult question to answer . . .

But the chances are you're headed for rapid, profitable expansion . . . if your industry is located in the Southland served by the 8,000-mile Southern Railway System.

For here, where industrial opportunities abound, you will be favored by many natural advantages and resources . . . by economical production and distribution . . . by great, and growing, consumer markets . . . by a unique combination of *all* the factors vital to progress and prosperity in the era ahead.

How much will *your* business grow in 10 years? Plenty, we predict . . . if it's in the Southland.

"*Look Ahead—Look South!*"

Ernest E. Norris
President

LOOK SOUTH LOOK AHEAD

SOUTHERN RAILWAY SYSTEM

The Southern Serves the South

Pan American's new Stratocruisers and CV 240's...

World passenger flying is made even swifter and more luxurious by the addition of 20 new Boeing Stratocruisers and 20 new Convair 240's to Pan American World Airways' great airliner fleets.

...for greater flight comfort and schedule reliability

On these new airliners, Sperry automatic equipment helps pilots to maintain schedules with less tension and fatigue... passengers to enjoy utmost flying smoothness and comfort regardless of air turbulence.

...choose Sperry A-12 Gyropilot and Automatic Approach Control

The Sperry A-12 Gyropilot, providing precise control of the aircraft at all times... the Sperry Automatic Approach Control, flying airplanes automatically to the runway, make easier the pilot's job of holding his aircraft smoothly level, on course, and "on time" in all kinds of weather.

These airplanes are also equipped with Sperry Gyrosyn Compasses and Sperry Gyro-Horizons.

Sperry Gyroscope Company, Inc.

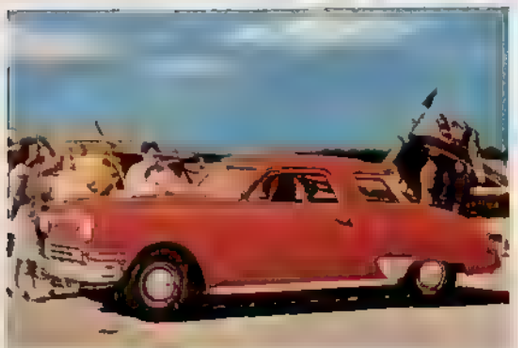
EXECUTIVE OFFICES: GREAT NECK, NEW YORK • DIVISION OF THE SPERRY CORPORATION

NEW YORK • CLEVELAND • NEW ORLEANS • LOS ANGELES • SAN FRANCISCO • SEATTLE

Actual Color Photograph of [illegible]

Sweet and low... a melody in metal

...the completely new 1947 Studebaker



Here's the 1947 Studebaker Commander Regal De Luxe Coupe for five— Like all Studebakers, it's a standout in operating economy. Both Champion and Commander models are available in 4-door and 2-door sedans, 3-passenger and 5-passenger coupes. Alluring new 1947 convertibles are coming shortly.

THIS is it—the 1947 car that you've been hoping someone would build—a car even finer than you dreamed of.

That picture of it you see above is a color photograph of the real thing—the new 1947 Studebaker "in person."

Here's more than a car out ahead in point of time—it's unmistakably far ahead in distinctive postwar styling—completely new from every view—brand new bodies—advanced new chassis—a low, long, luxurious motor car that's a melody in metal.

Featured here is the big, roomy, new Studebaker Champion 6-passenger, 4-door sedan—and there's a full range of other thrilling body types in Commander as well as Champion models.

These cars are ready months in advance, because Studebaker had the earnest co-operation of the finest group of employees in the motor car industry in producing them.

Go to the nearest Studebaker dealer's showroom and see these beauties now. And remember, they excel by far in riding comfort and handling ease as well as in exclusive smartness.

STUDEBAKER

First by far with a postwar car

© The Studebaker Corporation, South Bend 27, Indiana, U. S. A.

Actual color photograph of the Studebaker Commander Regal DeLuxe 5 Passenger Coupe

First by far with a postwar car!

THE NEW 1947 STUDEBAKER

Built by America's finest automotive craftsmen

YOUR dream car is here—and in production! Studebaker again paces its industry with another "first"—perhaps the most important "first" in its long list of pioneering accomplishments!

New 1947 Studebaker Champions and Commanders—America's first genuine postwar cars—are now being built and delivered to the public.

Their low, long lines, their extra width and smart appointments say more than columns of words could about their beauty. They excel in riding comfort and handling ease.

They're brilliantly engineered—built to war production standards of accuracy by responsible, able craftsmen, many of whom are members of Studebaker's unique father-and-son teams.

In fact, this amazing achievement of introducing 1947 cars this early is possible largely because of the remarkable teamwork and co-operation of the engineers, craftsmen and all the other members of the loyal Studebaker organization.

You can look for thousands of these fine new 1947 Studebakers to be coming off the production lines every week now. Your nearby Studebaker dealer is showing these outstanding new 1947 automobiles with pleasure—and selling them with pride!

THEY'RE LOW! THEY'RE LONG! THEY'RE LUXURIOUS!

Actual color photograph of 1947 Studebaker Commander Jet Kego, De Luxe 5-Passenger Coupe

First by far with a postwar car!

THE NEW 1947 STUDEBAKER

Built by America's finest automotive craftsmen

YOUR DREAM CAR is here—and in production!

New 1947 Studebaker Champions and Commanders—America's first genuine postwar cars—are now being delivered to the public!

Their low, long lines, their extra width and smart appointments say more than columns of words could about their beauty. They excel in riding comfort and handling ease.

They're brilliantly engineered—built to war production standards by responsible, able craftsmen, many of whom are members of Studebaker's unique father-and-son teams.

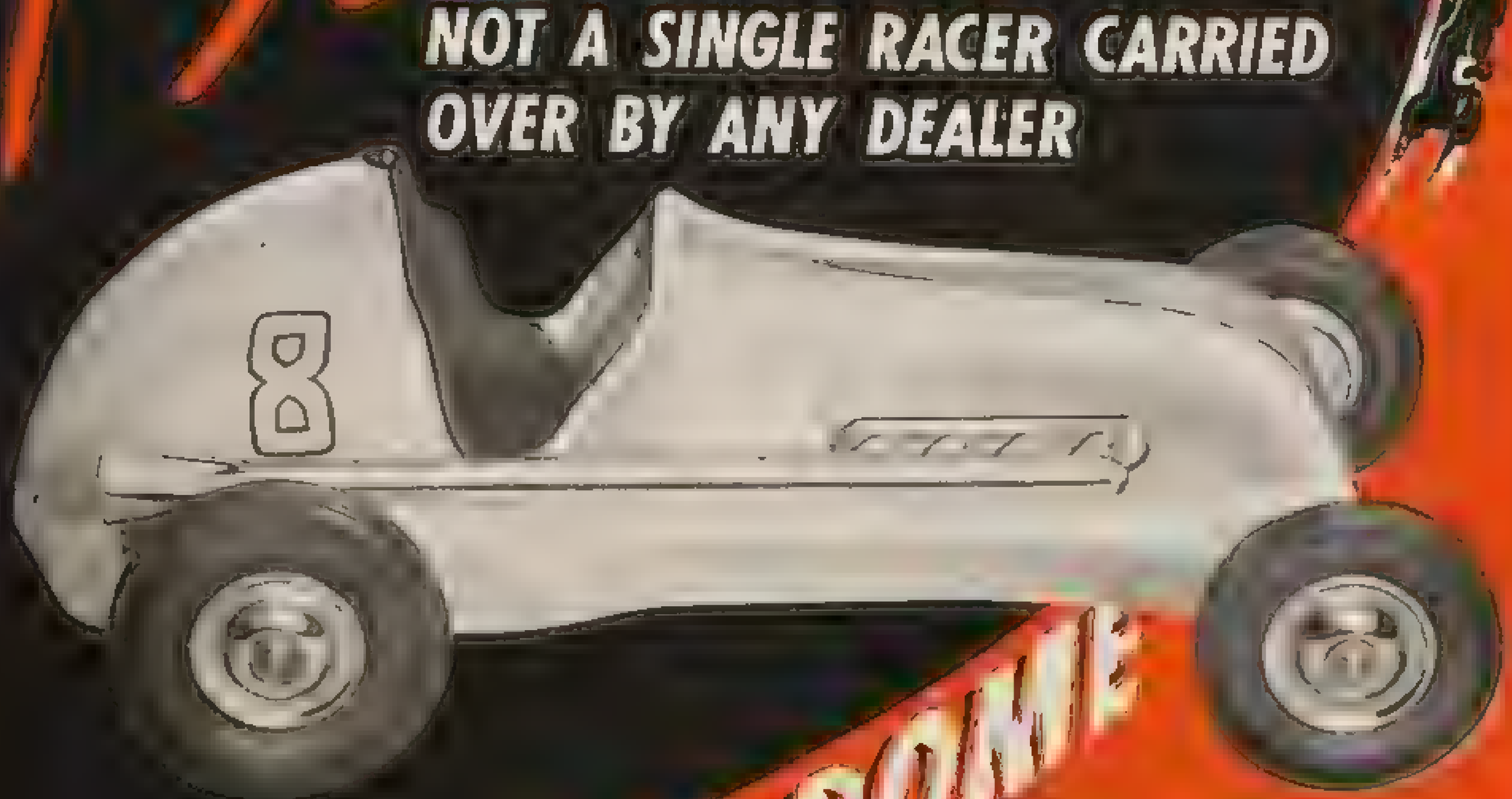
This amazing achievement is possible largely because of the remarkable teamwork of the engineers, craftsmen and all the other members of the loyal Studebaker organization.

You can look for thousands of these fine new 1947 Studebakers to be coming off the production lines every week now. Your nearby Studebaker dealer is showing these outstanding new 1947 automobiles with pleasure—and selling them with pride!

THEY'RE LOW! THEY'RE LONG! THEY'RE LUXURIOUS!

Phooey!

NOT A SINGLE RACER CARRIED OVER BY ANY DEALER



THIMBLE DROME

Racer

Your No. 1 Spring Number!

It's a hit with a proven appeal. Every [illegible] who ordered Thimble Drome Racers last Spring reported within 30 days and no cars were carried over from the current holiday season. Wherever and whenever they're shown, these [illegible] hot rods are a sell-out!

DE LUXE

[illegible] Polished Alloy Exhaust pipe. [illegible] tions. 8" x 4" x 3". Boxed, 1 lb. each

STANDARD

[illegible] body and axle. Exhaust pipe and axles nickel-plated. 3-colors. Boxed. 1 lb. each

G & E

G & E COMMERCIAL COMPANY

MANUFACTURERS' AGENTS

420 WEST SEVENTH STREET LOS ANGELES 14 CALIFORNIA

[illegible] BEDFORD [illegible] will be at the [illegible] from JAN. 26 thru FEB. 2nd, [illegible]

DORZAR TOY STUDIOS, Inc.

352 Fourth Avenue, at 25th Street, New York 10, N. Y.

=

PAT. PEND

Announcing the **NEW**

TINY MITE

De Luxe

BANK SAFE

Works just like the real combination lock safes!

RETAIL

$2.50

STANDARD DISCOUNTS

NEW YORK TOY FAIR

ROOM 1073 • McALPIN HOTEL
MR. GEO. FRANK IN CHARGE

BULL'S EYE by ARROW

ARROW SPECIALTIES

905 SOUTH OLIVE STREET • LOS ANGELES, CALIF.

The NEW GO DEVIL FARMER

NOW IN PRODUCTION

Brand new . . . and a beauty . . . natural lacquered hardwood wagon bed bolted on red stake body and wheels. Sturdily built . . . durable construction that stands up under tough usage. Designed to thrill its young owners . . . handles easily. Improvements galore . . . ball bearing axles . . . self lubricating bearings . . . double brace body . . . novel stake body "Seat" arrangement.

Length—32 inches; width 15 inches. Shipping Weight 31 Lbs.

SEE this outstanding new GO DEVIL FARMER. Now on display at offices of our representatives . . . or write the factory.

EASTERN REPRESENTATIVE: Alfred Hahn, 200 Fifth Ave., New York City

MIDDLEWEST REPRESENTATIVE: Sam Weiner, 1433 Merchandise Mart, Chicago 54, Ill.

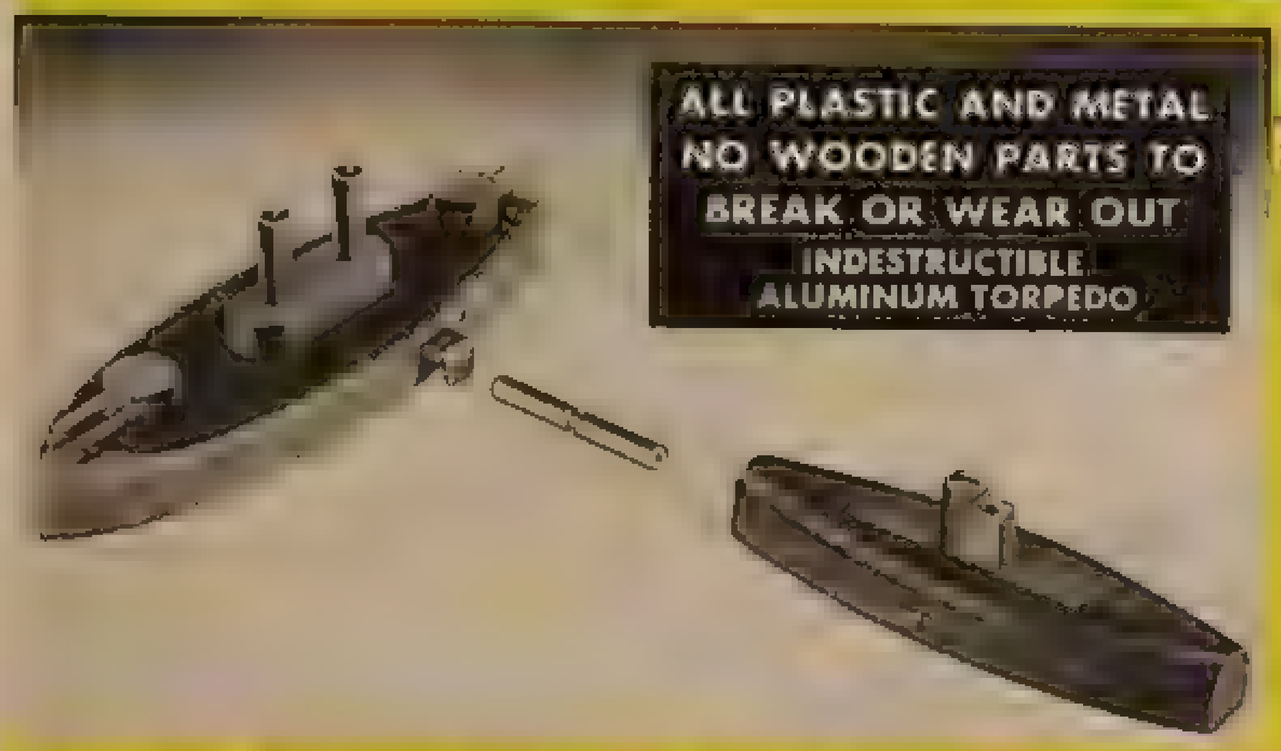
SOUTHWEST REPRESENTATIVE: Leo Ungar & Co., 310 N. 11th Street, St. Louis 1, Mo.

WHEEL TOY CORPORATION

3218-20 EAST 92nd STREET, CHICAGO 17, ILLINOIS

THE NEW EXCITING GAME — HOURS OF FUN AND ACTION!

TORPEDO ATTACK

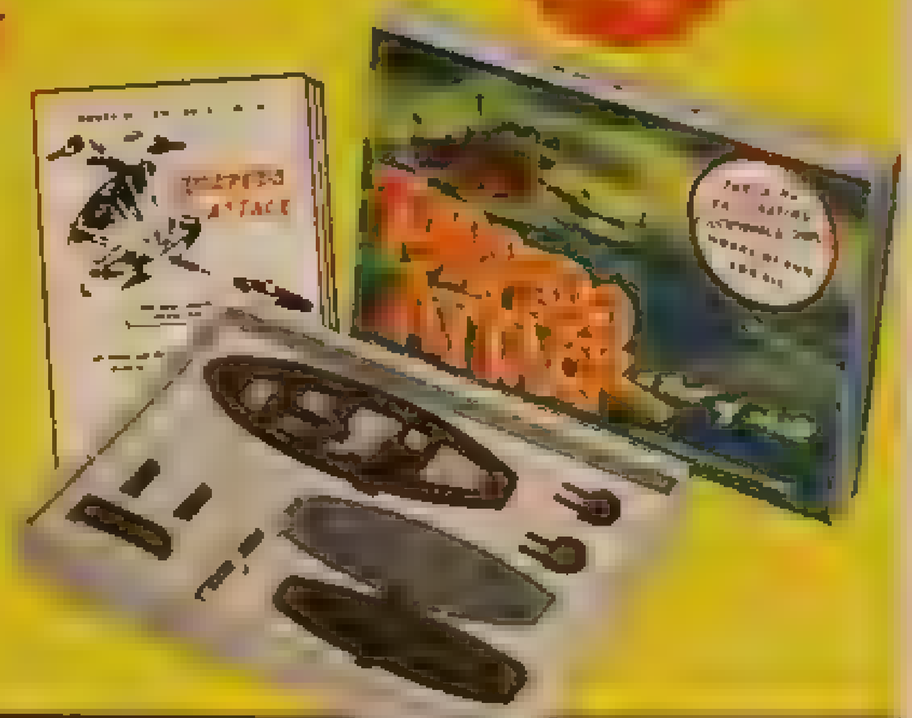


A quality product priced low for volume sales

This new, all-year 'round action toy has great profit possibilities because it is different—it is colorful—it has eye-appeal and it is exceptionally sturdy. Made entirely of plastic and metal with heavy chip-board deck—no wood used. It is made to stand hard abuse. Practically sells on sight.

It's a toy and a game all in ONE

Hours of fun packed into Torpedo Attack for one, two or more persons. It's a toy as well as a game. It teaches coordination of hand and mind. It spurs competition and encourages sportsmanship.



Beautifully Packaged with Instruction Book

Large colorful display box consist of 10 plastic and metal parts fitted into die-cut slots so they can't get lost or fall out of box. Parts are finished in bright chip-proof colors—red, grey and silver. Parts are easily assembled. Mechanism is safe and simple. Complete with illustrated instruction folder—tells how to assemble and suggests how to play and score with each attack.

Immediate Delivery

REPRESENTATIVE
JARVIS SMITH—200 FIFTH AVE., NEW YORK

MANUFACTURED BY
ALLSTATE MANUFACTURING, INC.
2305 SALEM AVE. DAYTON 6, OHIO

The Most Important PACKAGE in Years

- Sensational Features.
- Modern Merchandising Plans.
- More Profit Possibilities.

WHEELMASTER Corporation

11 SOUTH LA SALLE STREET • CHICAGO, ILL.

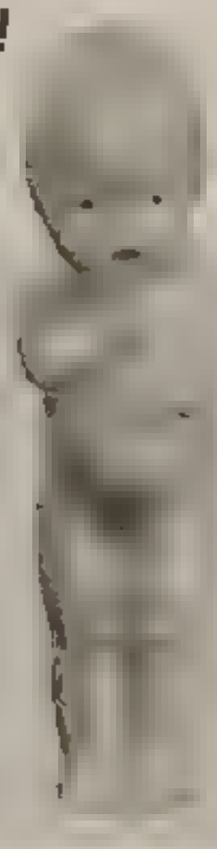
Banner Always Leads the Plastic Toy Parade!

Make 1947 your Banner year

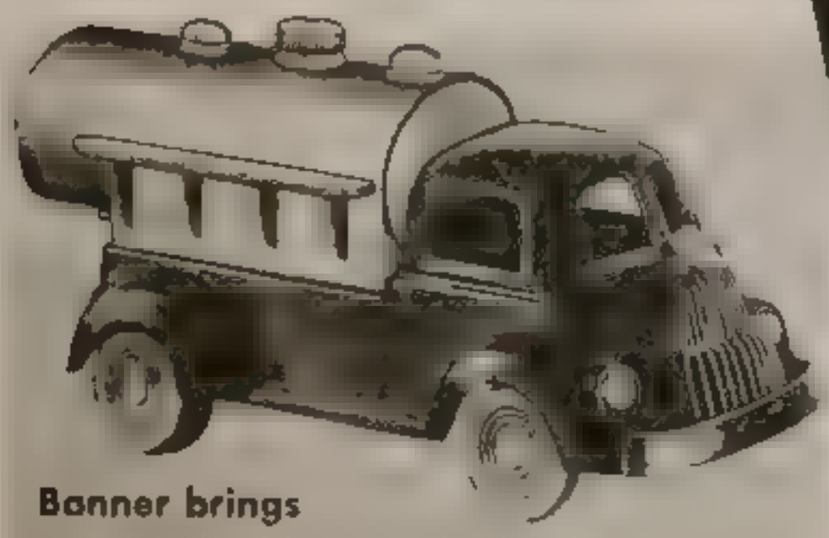
Start the year with Banner, and watch your monthly sales climb and climb!

Here are **FOUR** good reasons . . .

Banner creates the clever *new* toys—toys your customers all clamor for!



Banner toys are *rough and tough.* Banner Plastic's newest—4¾ baby dolls made for the first time in durable plastic.



Banner brings out the *life-like* toys, built to look just like the big ones!

Banner toys are *safe and sanitary*—easier to keep clean than Johnny's ears!

Banner always sets the pace for the plastics toy parade. The proof is in your profits!

BANNER PLASTICS CORP.

E. M. Pressner, President

150 Bruckner Blvd., New York 54, N. Y.

Write for our large illustrated catalog and price list.

Watch for new, distinctive and original Banner toys at the 1947 Toy Fair.

BALDWIN

Ready For
Immediate
Shipment

METAL TOYS

NO. 228
TIC TAC TOE
MARBLE
GAMES

[illegible]

NO. 222
BALDWIN
BASKETBALL GAME

[illegible]

NO. 951—MAN-DAR-IN
CHINESE CHECKERS

[illegible]

BALDWIN MANUFACTURING COMPANY INC.
[illegible] FORTIETH STREET BROOKLYN 4 NEW YORK

"Royal Clipper"

VELOCIPEDES

Now are rolling more
than 100,000 strong

•

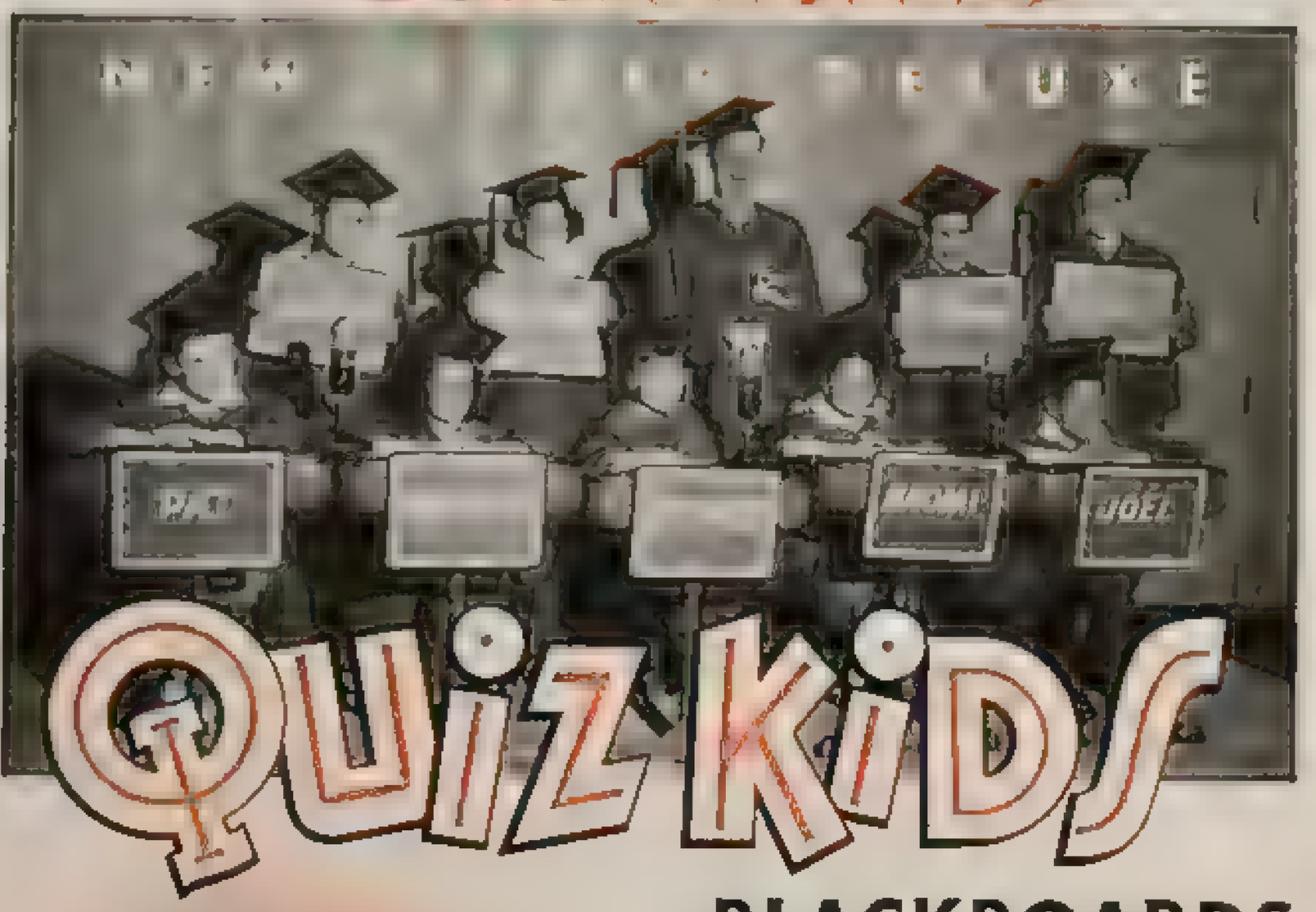
Wire, Write, Phone Today

THE LELAND MANUFACTURING CO.

1500 WALNUT STREET — Pennypacker 5 3556 5 4033 5 5460 — PHILADELPHIA 2, PA.

TREND HOUSE

Announces



BLACKBOARDS

The regular TREND HOUSE Blackboard line for 1947 will be greatly augmented by a revolutionary new series of Quiz Kids Blackboards. Unique designs, harmonious color schemes and fun-to-remember valuable premium offer already indicate a new high in blackboard merchandising.

See the Unveiling of This Complete New Line During the Toy Fair

Visit the TREND HOUSE Display Room 501 at the McAlpin for complete merchandising information

... and NEW, Improved Trend House Blackboards

for proved fun-and-learn designs, new color schemes approved classroom colors, combined to make the new TREND HOUSE Blackboards more valuable per dollar of your business than ever. See them, too, at the TREND HOUSE Display.

TREND HOUSE • 4617 West End Ave., Chicago 44, Illinois

REPRESENTATIVES

BENNET
1443 Merchandise Mart
Chicago

DESFAUSSE
700 Fifth Avenue
New York

BURGESS TOY SALES
70 Houston St. N. E.
Atlanta

J. R. McLEON
San Angelo
Texas

SCHERER
2540 West 93 d St
Seattle

THERE ARE BIG PROFITS IN SPRING BREEZES!

Buck Rogers

STRATO-KITE

THE KITE THAT SAILS WITHOUT RUNNING!

NO OTHER KITE HAS SUCH TREMENDOUS APPEAL TO YOUNGSTERS

The famous name BUCK ROGERS thrills kids from coast to coast

Airplanes especialy the latest fast jet-propelled models have a strong fascination for every American boy

Kites have held a lease on the hearts of youngsters and oldsters alike for ages

Combine all these and you have the STRATO KITE Wherever this kite is demonstrated it causes a real panic The great ease with which it can be launched on almost any breeze its amazing maneuverability its simplicity of operation and its airplane design make it the desire of every kid from 6 to 60

The STRATO KITE will not only outsail other kites but will outlast them too It is made of heavy 9" lb rag stock brilliantly printed in orange and blue on both sides The open cylinders fore and aft give the STRATO KITE its "jet propelled" action. They actually pull the kite into the air without running and stabilize it while it is aloft

The STRATO-KITE is lavishly packaged. The container prominently displays the name and face of the world famous BUCK ROGERS and emphasizes the "jet-propelled" airplane design. Ideal for fast counter sales.

Retails for only 25 cents

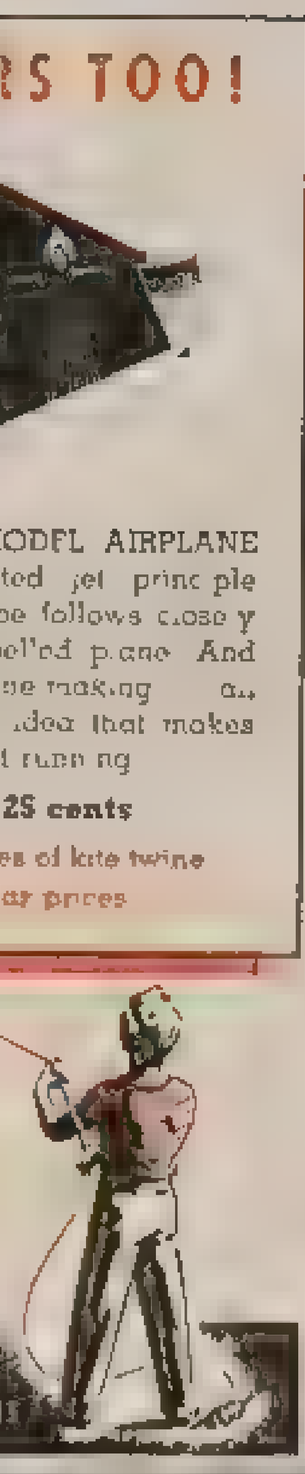
AND OTHERS TOO!

THE JET WING BOMB MODEL AIRPLANE KITE Utilizes the same tested jet principle as the Strato-Kite It's shape follows closely that of a famous jet propelled plane And there are other models now in the making all using the jet propulsion idea that makes for superior soaring without running

Retails for only 25 cents

Also, unlimited quantities of kite twine available at popular prices

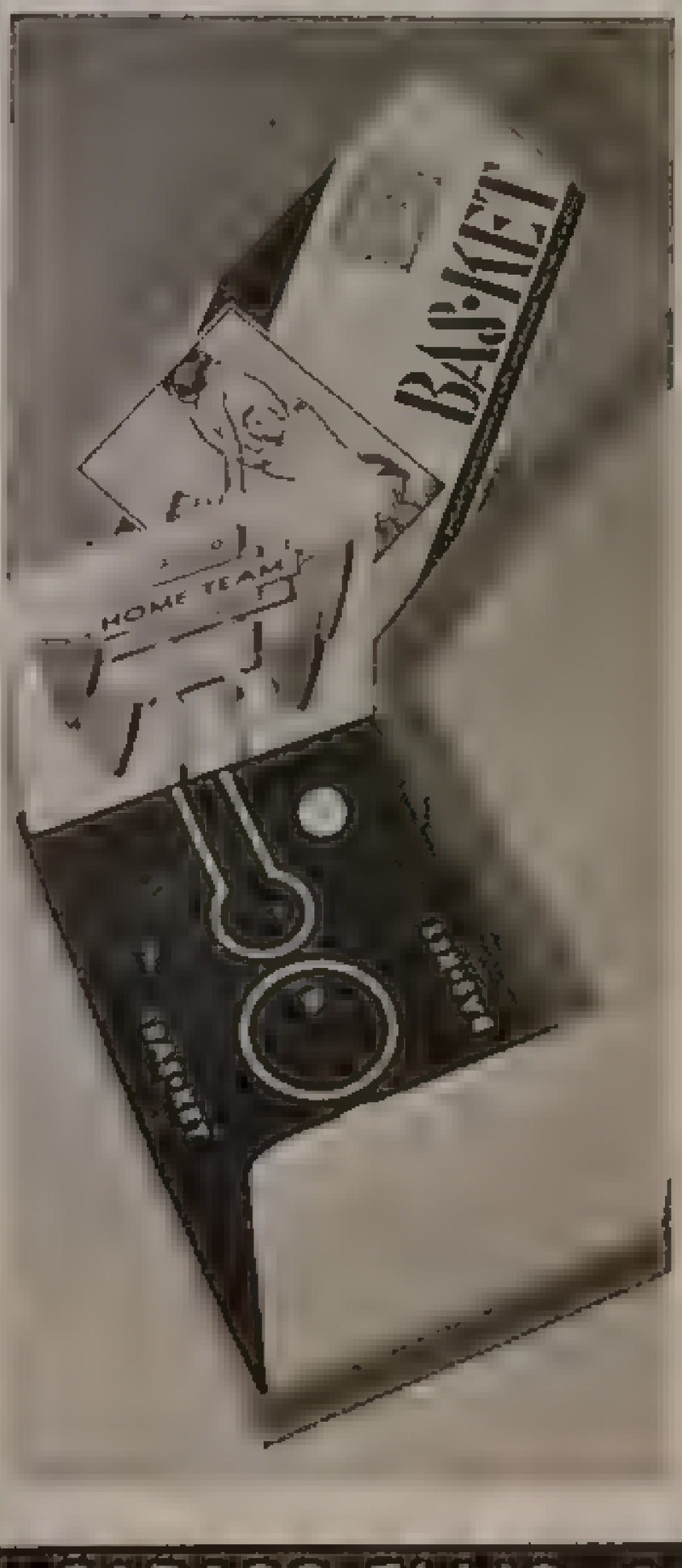
SEND FOR FULL PARTICULARS AND PRICE LIST



PRODUCTS MERCHANDISING ASSOCIATES, INC.
221 WEST WASHINGTON STREET CHICAGO 2, ILLINOIS • KITE HEADQUARTERS

GEE! so many different Models!
Buildo
CONSTRUCTION SET
They're easy to build!
And they work just like the real thing!
EYE-CATCHING FEATURE
Buildo CONSTRUCTION SETS
demanded by the most critical judges of all.... THE BOYS!
BUILDO engineering sets are packed with features that carry boy appeal. Sales records prove how enthusiastically boys go for Buildo ideas: wide range of models — realism plus — dramatic instructions for quick assembly. "If you can think of it you can build it" — with Buildo.
Retailers the world over have discovered that Buildo sales keep growing. Boys know Buildo on sight — and pass the word along. One sale leads to another and that builds volume — fast.
Stock this proved profit making line early. Write The Buildo Company at once for the name of your nearest representative.
THE Buildo COMPANY
WESTON FARMER President
903 Foshay • Minneapolis 2 Minn

CADACO-ELLIS GAMES



BAS-KET

REAL BASKETBALL IN MINIATURE!

- A best seller for years . . . now more popular than ever!
- Fast action . . . shoot the ball from any position on the Court. Year 'round fun for all ages! Regulation Conference Rules and Scoreboard.
- Indoor sport at its best, BAS-KET sells on sight!

CADACO-ELLIS—*Originators of Games*

Merchandise Mart
CHICAGO, ILL.

Room 407 — 200 Fifth Ave.
NEW YORK

Stanley CAST METAL SURREY

A two-seated, two-horse surrey with fringe on top. All cast metal except cotton top and fringe. Brown horses, blue and yellow surrey, yellow fringe and blue top. Length 11½"—Height 4½"—Width 3¼" Copper chains simulate rugs. Man driver and woman passenger (removable) Horses and tongue can be removed from surrey. Hole in front end of tongue provides for pull cord. Individual cartons, 12 to shipping case. Weight 25 lbs.

DISPLAY THEM *and* YOU SELL THEM FAST!

See them at these representatives:

HUGH D. KENNEY
Room 1443, Merchandise Mart
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THRILL THE KIDS... AND *DADS* TOO!

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MANUFACTURED BY

STANLEY TOY COMPANY,
OCONTO, WISCONSIN

ORDER NOW FOR IMMEDIATE DELIVERY!

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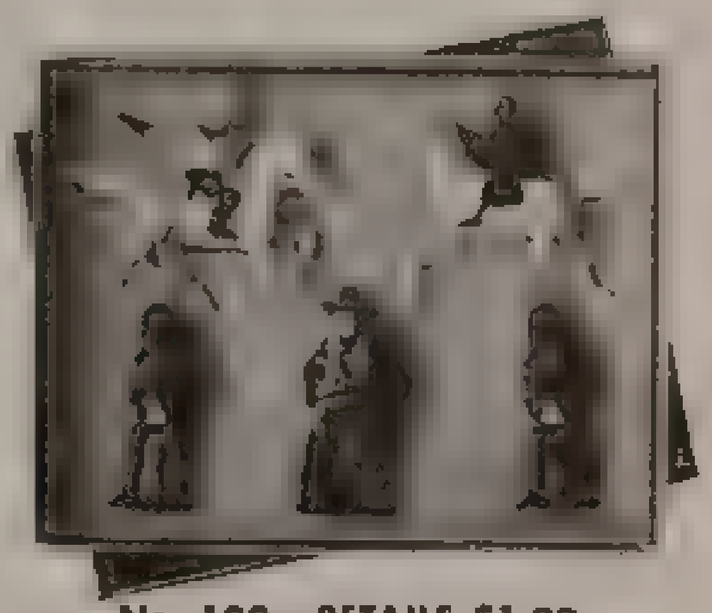
107

THE INDIANS AND COW BOYS ARE HERE!



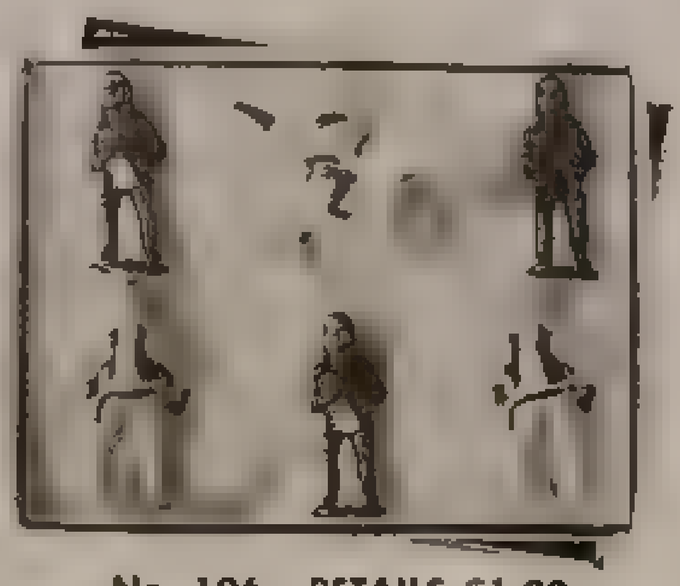
No. 100—RETAILS $1.00
PACKED 3 DOZEN TO CARTON

Beautifully Finished and Nicely Detailed

No. 150—RETAILS $1.50
PACKED 3 DOZEN TO CARTON

SEND YOUR ORDERS TODAY

BEST LINE OF ITS KIND IN AMERICA TODAY



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Vegetable Dye Colors Throughout and Made of Strong Aluminum Alloy

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The "Diving Dolphin"
STEALS THE NATIONAL TOY SHOW!

IT DIVES! IT SURFACES!

IT TRAVELS UP TO 10 FEET UNDER WATER!

Featured in N. Y. Times and N. Y. Herald Tribune write-up of the Show and front page of The Chicago Journal of Commerce

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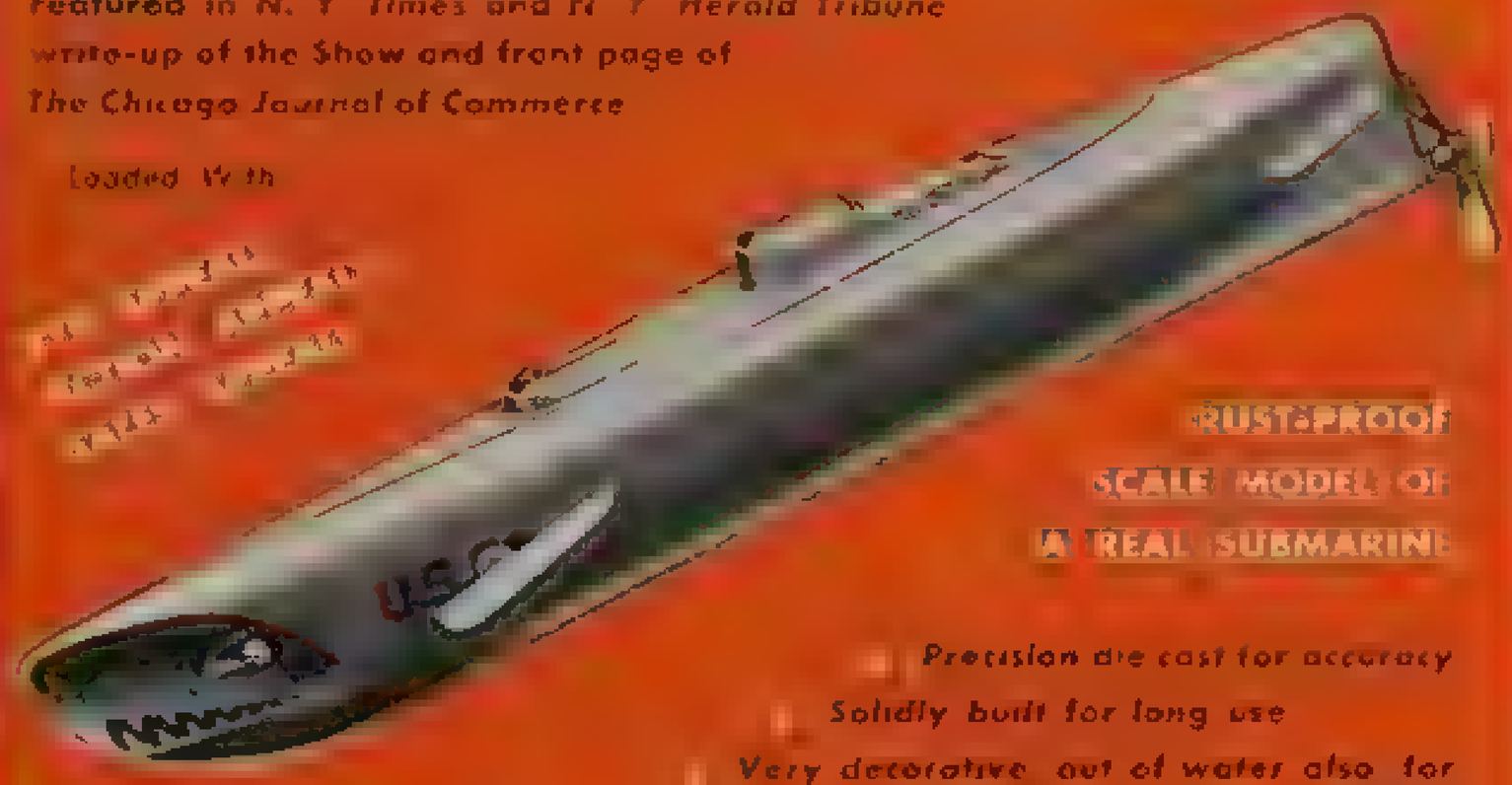

RUSTPROOF SCALE MODEL OF A REAL SUBMARINE

Precision die cast for accuracy

Solidly built for long use

Very decorative out of water also for boy's room, den, mantel or recreation room

Length	13 inches
Beam	2 1/4 inches
Weight	13 oz.
Boxed	Individually
Packed	24 in carton

$1.98

Also special Deluxe chrome plated model highly decorative

$2.25

A.C.T. Incorporated

ACT INC PRODUCTS

500 Griswold Street, Detroit 26, Michigan

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"SLIK-TOY"
SELLS!

DIE-CAST
ALUMINUM

ACTUAL SCALE MODELS — ROLLING CARS AND TRUCKS — RUBBER WHEELS — LARGE ITEMS PACKED 4, 6 OR 12 DOZ. IN A CASE— 4 POUNDS PER DOZ. SMALL ITEMS PACKAGED 2 DOZ.— 4, 6, OR 12 DOZ. IN A CASE.

We present this superb line of highly attractive, extremely popular Die-Cast Aluminum Toys for your prompt consideration. It will add glamour—and profits—to your Toy Department . . . Consists of Sedan, Fire Truck, Roadster, Stub-Nose Truck, Pickup Car and Gasoline Truck . . . Sizes run from 3¾" to 6¼" long; widths, from 1¾" to 2½"; heights, from 1" to 2⅛" . . . Assorted colors . . . All-rubber wheels . . . Scaled three-eighths inch to the foot Practically indestructible . . . High gloss finish . . . Lighter, stronger, better! Sell in all seasons

Write—Wire—Telephone

Lansing
COMPANY, INC.
LANSING, IOWA

191

A DEMAND PERFORMANCE!

Here's good news for all of you! We're happy to announce that this year you'll enjoy MORE PROFITABLE, LONGER DISCOUNTS on the Donald Duck Camera than ever before. Because of the ever increasing *demand* for this item—its phenomenal *sales performance* during the past year—we've doubled the capacity of our moulds and are passing on to you the savings effected by this new mass production program. It means more profits—more sales!

We wish to thank all of our jobbers for the marvelous job you did under the former shorter discount program—we're glad we can share with you the larger profits your own fine efforts helped make possible.

A REAL CAMERA not a TOY!

Enlargement this size can be made with Donald Duck Cameras

Donald Duck Camera Contest 1st Prize October 1948. Awarded to Miss Connie Eichelberger 183 Avon Street Worcester N Y Age 11 years

Insert illustrates actual size photograph taken with a Donald Duck Camera

donald duck CAMERA

TESTED AND COMMENDED BY PARENTS MAGAZINE

GUARANTEED BY PARENTS MAGAZINE

SELLING PRICE INCLUDING EXCISE TAX **$2.98** **NEW LIBERAL LONG DISCOUNTS**

WE HAVE 127 FILM AVAILABLE FOR HERBERT GEORGE CUSTOMERS

Made [illegible] Camera [illegible] Eye [illegible] Metal [illegible] UNCON[illegible] ONE YEAR

Sold and Guaranteed by NATIONAL PHOTO CONTESTS—NATIONAL ADVERTISING CAMPAIGN—FREE COUNTER AND WINDOW DISPLAYS

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fast service on Model-Craft
deliveries is assured with the recent installation of our new equipment, which more than triples our former capacity

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GORDON WOLKENBERG • BOB FREEDMAN

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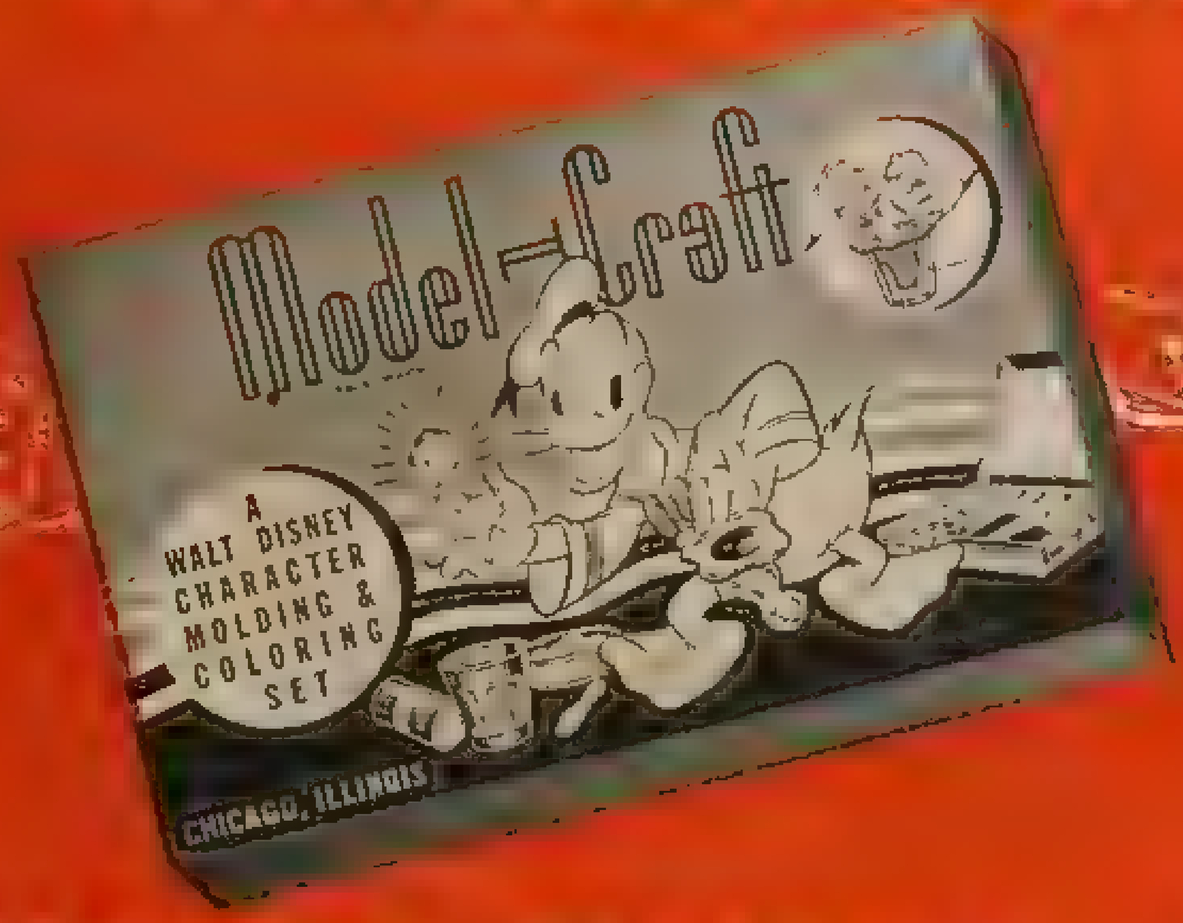
Kay Stanley's **Model-Craft**



MOLDING & COLORING SETS

Return Engagement by Popular Demand

Yes, you can count on it! As you read these words, Model-Craft Christmas customers are already returning to your toy and hobby counters, demanding more modeling powder, more of the 150 characters or 12 sets offered in the complete Model-Craft line.

Model-Craft Christmas sales can mean added post-Christmas profits to you if your stock can meet the demand of this "return engagement".

So, why not fill up those empty shelves with the complete Model-Craft line now? Take advantage of this automatic repeat business coming your way. Yes, you can stock, display and sell Model-Craft now. Immed'ate shipment on all 12 sets. Wire Gordon Wolkenberg or Bob Freedman for dealer's catalogue and additional information.

CHECK THESE MODEL-CRAFT PROFIT FEATURES — Exclusive Disney Franchise . . . Big Line — 150 Lifelike Models . . . Fun to Make — Educational . . Automatic Repeat Sales . . . Eye-Catching Dealer Displays.

NEW YORK OFFICE
200 FIFTH AVE BLDG.
SUITE 430

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GORDON WOLKENBERG
OR
BOB FREEDMAN

Model Craft Inc. 521 WEST MONROE ST., CHICAGO 6, ILLINOIS

[redacted]

11

WHO'S WHO

IN THE TOY INDUSTRY

See the line up of Licensed Manufacturers in the 1947-1948—WALT DISNEY CHARACTER MERCHANDISE CATALOGUE

FOR FREE COPY, WRITE TO...

KAY KAMEN LTD

1270 AVENUE OF THE AMERICAS • NEW YORK, 20, N. Y., U. S. A
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WORLD LICENSING REPRESENTATIVES FOR THE COPYRIGHTED

WALT DISNEY CHARACTERS

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CONSUMER ACCEPTANCE

A company's most precious asset is *consumer acceptance* of the product it produces. Many a retailer has written to us, of his own free will, to tell us how *easy* it is to sell Judy Puzzle Inlays; how eagerly parents accept Judy Puzzle Inlays as the perfect plaything for the growing child. Children *know* them; children *want* them; children have *grown* up with them.

The *consumer acceptance* achieved by Judy Puzzle Inlays is your guarantee of fast and profitable sales. Few toy creations have achieved such a quick and ready acceptance as the Original Judy Puzzle Inlays. The reasons are apparent in the product.

The Original Judy Puzzle Inlays lend themselves to eager hands and minds. The 60 colorful patterns range from the very simple to the most complex arrangements.

Small wonder that toy buyers tell us again and again the happy news: *Original Judy Puzzle Inlays are the fastest selling educational toys in America.*

REPRESENTED BY

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The Toy Market
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Block House, Inc.
1107 Broadway
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Mr. E. S. Chamberlin
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Seattle, Washington

THE JUDY COMPANY
107 NORTH THIRD AVE.
MINNEAPOLIS 1, MINN.

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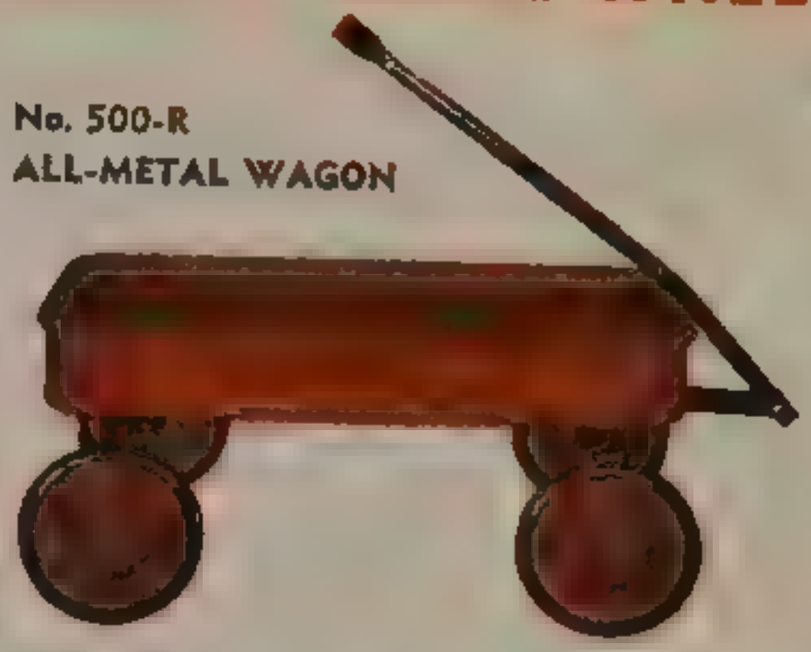
QUALITY MADE WHEEL TOYS KIDS GO FOR!

No. 500-R
ALL-METAL WAGON

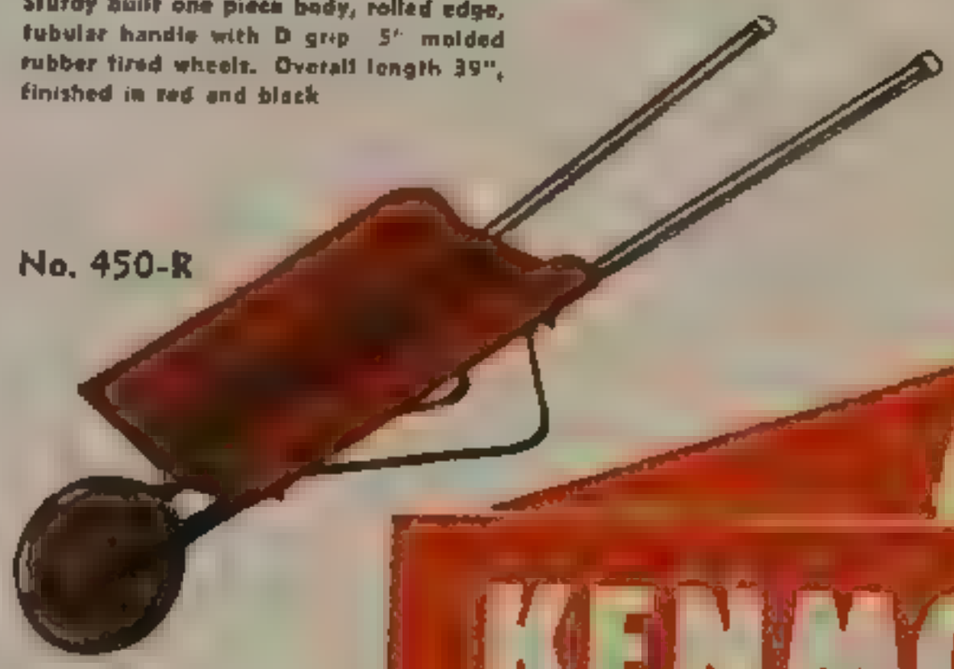


Sturdy built one piece body, rolled edge, tubular handle with D grip 5" molded rubber tired wheels. Overall length 39", finished in red and black

No. 550
EXPRESS DOLLY

A popular well built toy, overall height 29" 5" molded rubber tired wheels. Finished in red and black.

No. 450-R



ALL-METAL WHEELBARROWS

Two popular models with tubular frame and steel bed. Overall length 27" 4" all metal or 5" rubber tired wheels. Finished in red and black

ACTION KENMORE TOYS For Profitable Sales Volume

PLAY VALUE

DOLL HOUSE FURNITURE

Just like Mom's

Unique doll house 3-piece living room suite that girls just love. Stands only 2" high, and finished in cloth like flocking, in either red or blue colors Well designed and made of a breakage resisting material

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SPIN-A-WAY WASHER **$3.98**

to retail about

A toy washing machine every little girl wants. Actually washes and spin dries! Simple-yet-sturdy waterproof construction; all-metal with gleaming white enamel finish. Colorful design lithographed all around. Includes interchangeable agitator and spin dryer, rubber drain hose. Individually cartoned.

... there's a KALON quality toy you can sell!

TINY DYNE RADIO

$8.95

to retail about

A first for your toy department! — a fine small radio in amazingly tiny playroom size. And at a price that means volume sales! Unique power step-up for good reception, 3 tubes including rectifier, AC-DC, licensed by RCA. Smart metal cabinet with alternate satin-finish stripes. In attractive individual box. Immediate delivery.

SUPER DYNE RADIO

$12.95

to retail about

Big brother to the Tiny Dyne . . . a fine small radio that's priced low enough so you can sell one for every member of the family. Powerful Alnico #5 speaker powered by 4 tubes including rectifier. Built-in aerial, AC-DC, licensed by RCA. Attractive metal cabinet. Late Fall delivery.

KALON RADIO CORP
35 BROADWAY
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IMMEDIATE DELIVERY

Send for price lists today

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W. N. Central, JOHN H. GLOVER CO., 517 Lumber Exchange Bldg., Minneapolis, Minn.

West Coast, MORDEN PETERSON & CO., 1355 Market St., San Francisco, Cal.

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NEW! QUIZ KIDS BLACKBOARDS

Watch for Announcement
Next Month
Of NEW Advanced Designs

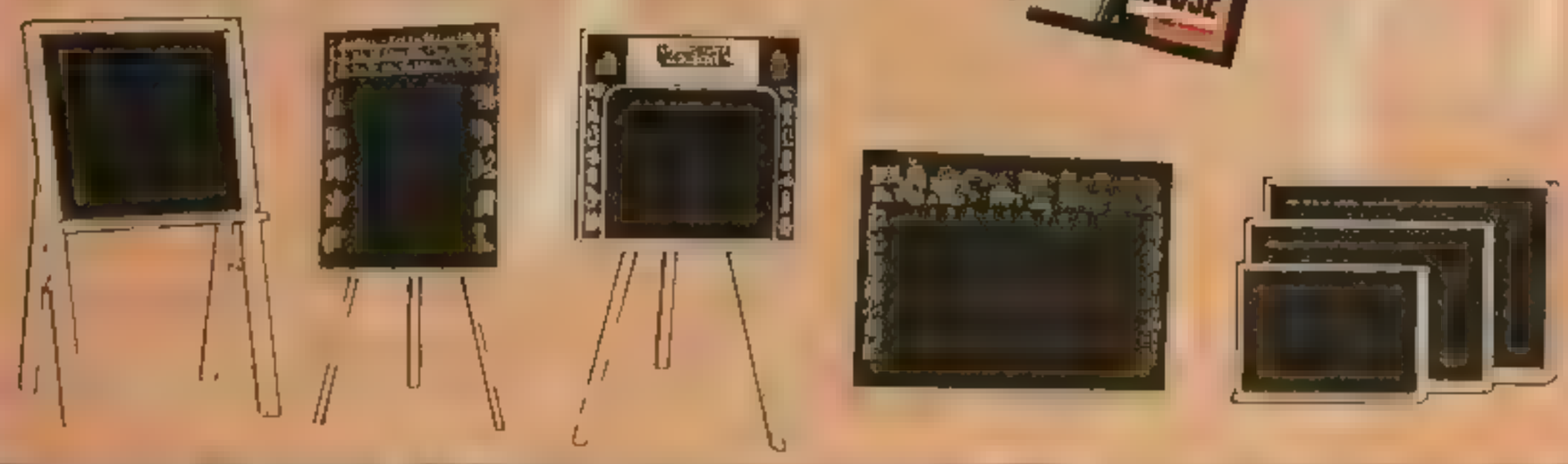
Surface Perfection!

Years of research, experimentation and expert application have produced a writing surface of unsurpassed excellence. Writing is smoother—more legible.

Enliven YOUR Toy Dept. with this QUIZ KIDS Merchandise

Gain all the advantage of tying in with this ever-growing Coast-to-Coast Network Feature. Here's an Educational Program which has been on the air for 340 consecutive weeks . . . Known to all . . . and closely identified with special educational features built right into Quiz Kids Blackboards.

Send for Big-Illustrated Catalog . . .
New Catalog Ready Next Month



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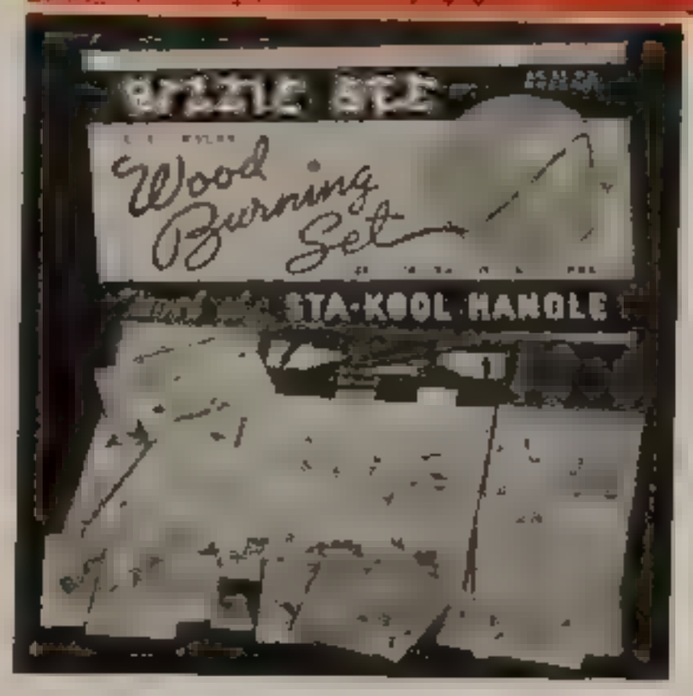
WOODBURN INCENTIVE TOYS

"BIZZIE BEE" TOYS FOR FUN AND ACTION



No. 220
De Luxe Woodburning Set

Contains Guaranteed STA-KOOL Woodburning Pencil with interchangeable points. Fifteen designed objects in all for burning intricate designs on wooden plaques, personalizing Leather Goods, decorating Tie Racks, Book Ends, Letter Racks and Postal Cards. Packed one dozen to a shipping container. Weight, 30 lbs. Size of display carton 20" long, 12" wide. PRICE **$3.50**

No. 110 Woodburning Set **$2.50**

No. 420 Metal Casting Set

For Casting and Coloring Metal Toys. This is another in the outstanding line of Electrical Toys that can be counted on for quick sales and big profits the year 'round. Consists of

★ Electric Melting Ladle and Stand
★ Three Figure Mold ★ Clamp to hold Mold
★ Two Mold Handles ★ Candle to Smoke Molds
★ Large Supply of Lead ★ Two Bottles of Paint
★ Brush for Coloring Figures. Packed in Self-selling Box illuminated in bright colors. PRICE **$3.50**

WHEN THOUSANDS OF LITTLE BOYS AND GIRLS ASK—"WHAT'LL I DO NOW?"—WOODBURN TOYS FOR FUN AND ACTION PROVIDE THE *INCENTIVE* AND FILL THEM WITH THE DESIRE TO DO SOMETHING AND MAKE SOMETHING

DE LUXE Numbers, these, by Pioneers in the field of Incentive. Fun and Action Toys that belong in every Toy Department.

Electric Vacuum Cleaner

With Self Starting Motor "Just Like Mothers"

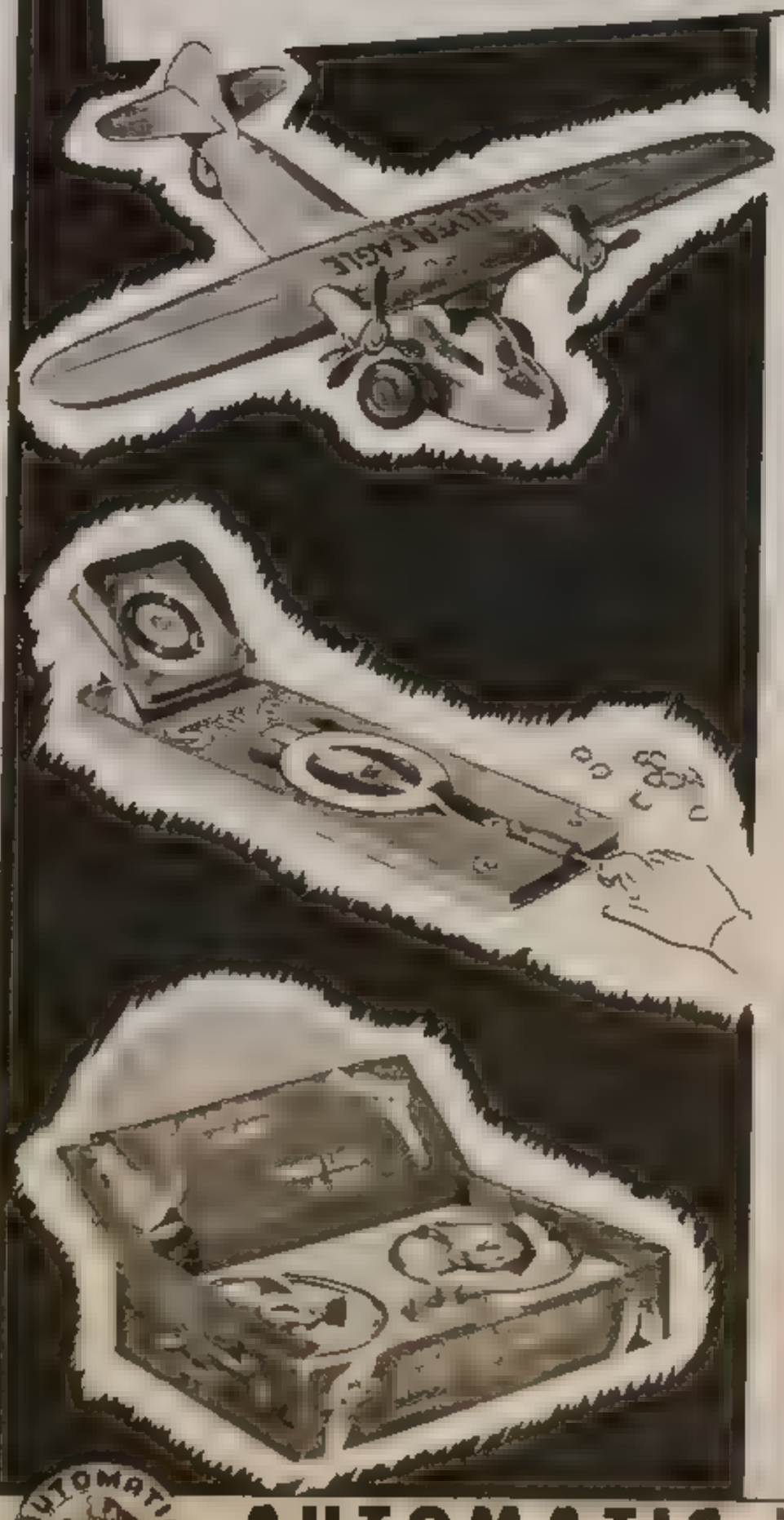
No. 1000. This is a "TOP" number that works with utmost efficiency. The revolving brush and vacuum action, created by a guaranteed, self-starting motor, picks up dust and dirt and blows it into the bag. It has a streamlined body, is attractively finished, runs on rubber wheels and is provided with rubber bumpers. Simply attach to any electric light socket. Wgt., 4 lbs. each.
PRICE **$7.50**

WOODBURN MANUFACTURING CO., Inc.
SHOWROOM AND FACTORY AT 540 N. WESTERN AVE., CHICAGO 12, ILLINOIS

To You, Mr. Buyer . . .

1946 has been a hard year for both of us. To the many who have so willingly cooperated, many thanks. Deliveries in 1947 should meet requirements in ample time and in the usual Automatic deluxe quality. Our new numbers for 1947 will include interesting and fast selling additions.

See us at the New York Toy Fair . . . Suite 1121, Hotel McAlpin



SILVER EAGLE AIRPLANE

No. 100

Gleaming aluminum. Sleek, graceful lines. Powered by a strong spring motor. Rides smoothly on large, easy-moving wheels. Wing spread 13" and 10" cabin. Sturdily built of heavy gauge aluminum.

$1.00 Retail

SKI HOOP

No. 90

A game of skill for children and adults. Action-scoring and full of thrilling play value. Sturdy, all-metal construction. Attractively boxed.

$1.00 Retail

HELICOPTER FLYING TOP

No. 50

A colorful whirlwind of an action toy. Flies high, descends gracefully and continues to spin like a top when it lands. Durable, all-metal construction. Packed in colorful display box

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AUTOMATIC TOY COMPANY

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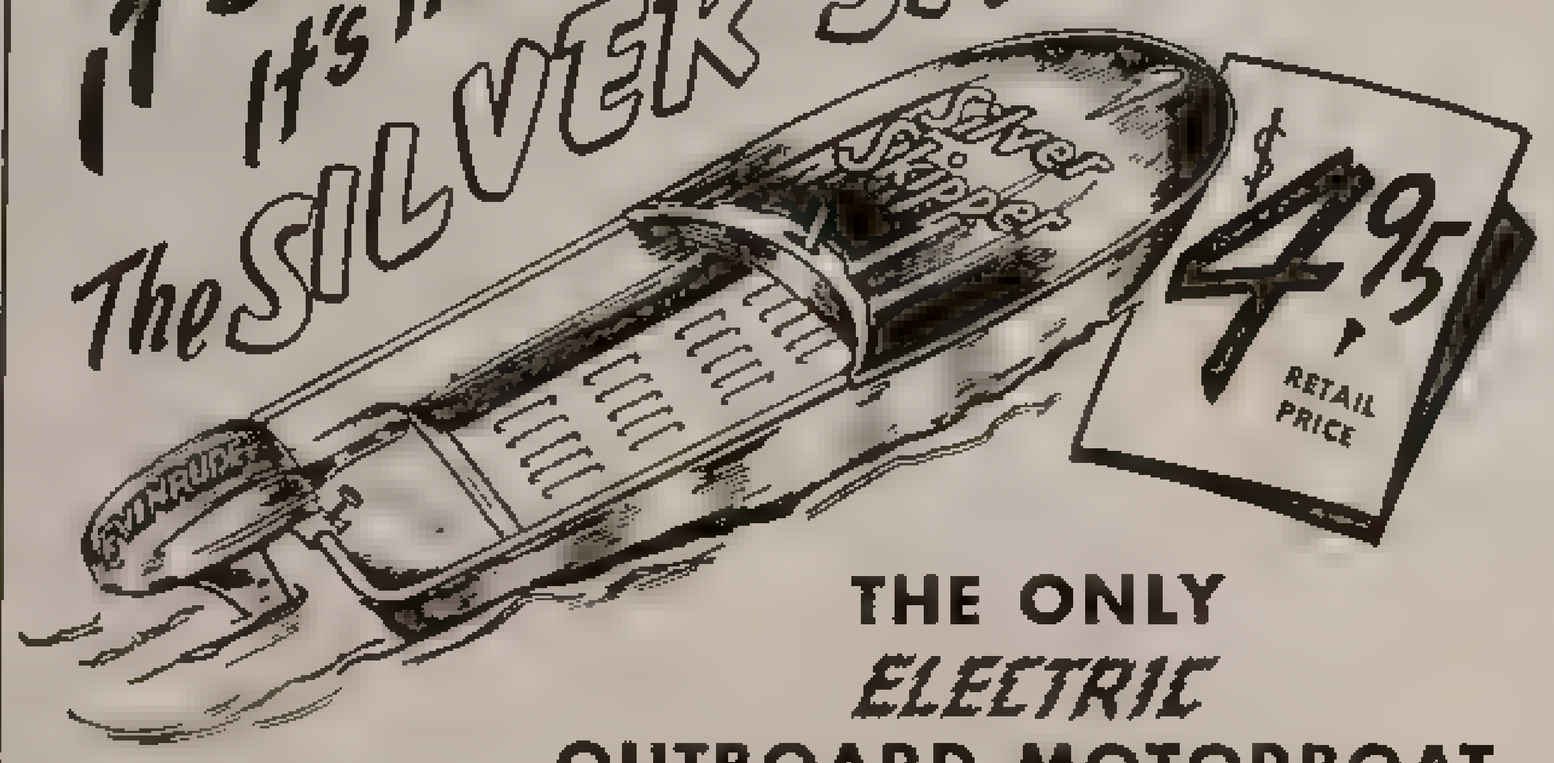
The Mechanical Toy House

Gibraltar 2-4900

IT'S FAST-IT'S FUN!

It's new and different—

The SILVER SKIPPER



THE ONLY
ELECTRIC
OUTBOARD MOTORBOAT

Now powered by the

"EVINRUDE" Mini-Outboard

- Like its real life counterpart Full tiller action Start-stop switch.
- Won't short out hold it under water watch it run.
- "EVINRUDE" Mini-Outboard powerful permanent magnet, self-starting motor
- 12 3/4" long heavy guage aluminum Colorful enamel coated deck ng
- Quickly changed power supply 2 flashlight batteries, good for hours.
- Natural display builder Non-seasonal Fun in any age bracket

FOR BATHTUB . . . POND . . . POOL . . . LAKE . . . OR STREAM

DEALERS *If your local distributor cannot serve you, write*

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TOP PROFIT MAKER FOR '47

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OUTSTANDING POST WAR VALUE!

100 RETAIL

New Construction Idea—Makes Toys & Blocks

- Box measurements 10 x 12 ½ x 1 ¾
- 4 color box
- 4 color platform
- 69 pieces, each piece ¾" thick x 1 ¾" square interlocking gum ball dyes and finished in 3 colors

Packed 4 doz. to carton—shipping weight approximately 46 lb. F.O.B. New York

IMMEDIATE DELIVERY

ABOVE DISPLAY UNIT, FULLY ASSEMBLED, SUPPLIED FREE WITH 12 DOZEN ORDER!

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LAWRENCE R SCHMIDT & CO.
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The Parker Games

The most famous and largest selling games in the world

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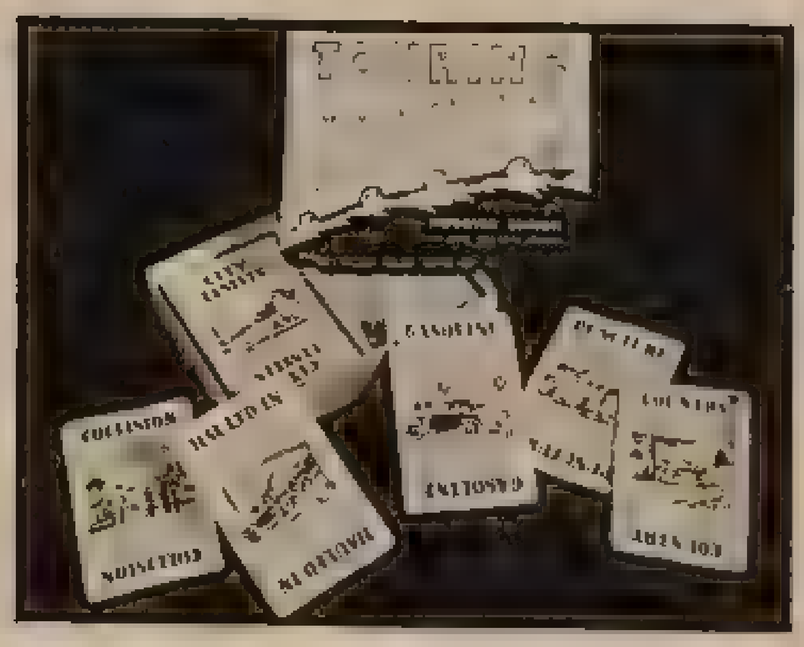

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One of the largest-selling games ever published

2 to 6 Players ★ ★ ★ **Price, 75c**

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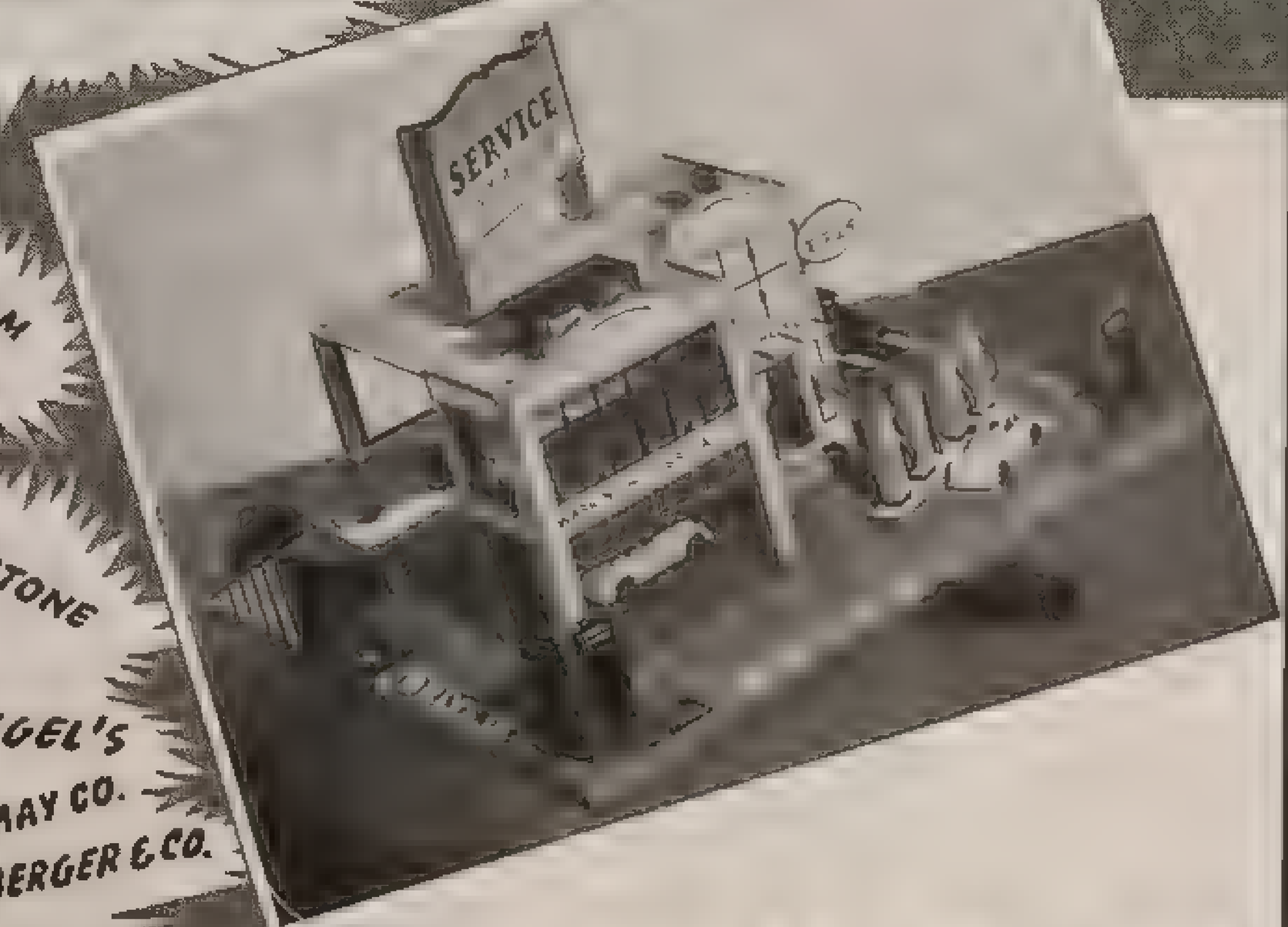

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IN AMERICA'S LEADING STORES

MAKE IT YOUR STAR MIDWINTER . . PROMOTION!

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READY *for* 1947

With More Elaborate—More Varied Selections Than Ever Of

GENE AUTRY
PISTOL and HOLSTER SETS
and COWBOY SUITS

America's Most Publicized Line

Featuring The Exclusive Items Every Youngster Demands

Do Not Fail To See
Our Surprise Line

PLASTIC TOYS - DOLLS
XMAS TREE ORNAMENTS

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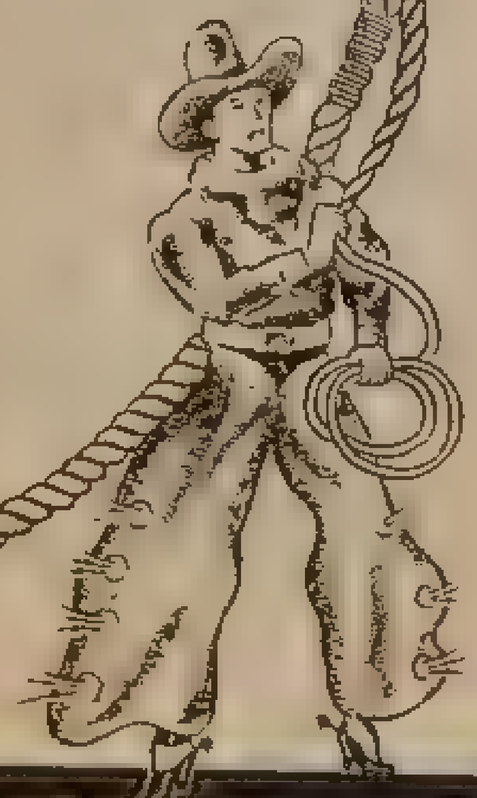
THE
LESLIE-HENRY CO., Inc.



M·A·HENRY CO. Inc.

FORMERLY FEINBERG - HENRY MFG. CO., INC.

1107 BROADWAY — Makers of — NEW YORK, 10 N.Y.

LONE RANGER - GENE AUTRY - U. S. ARMY - U. S. MARINE - PLAYSUITS - PISTOL & HOLSTER SETS

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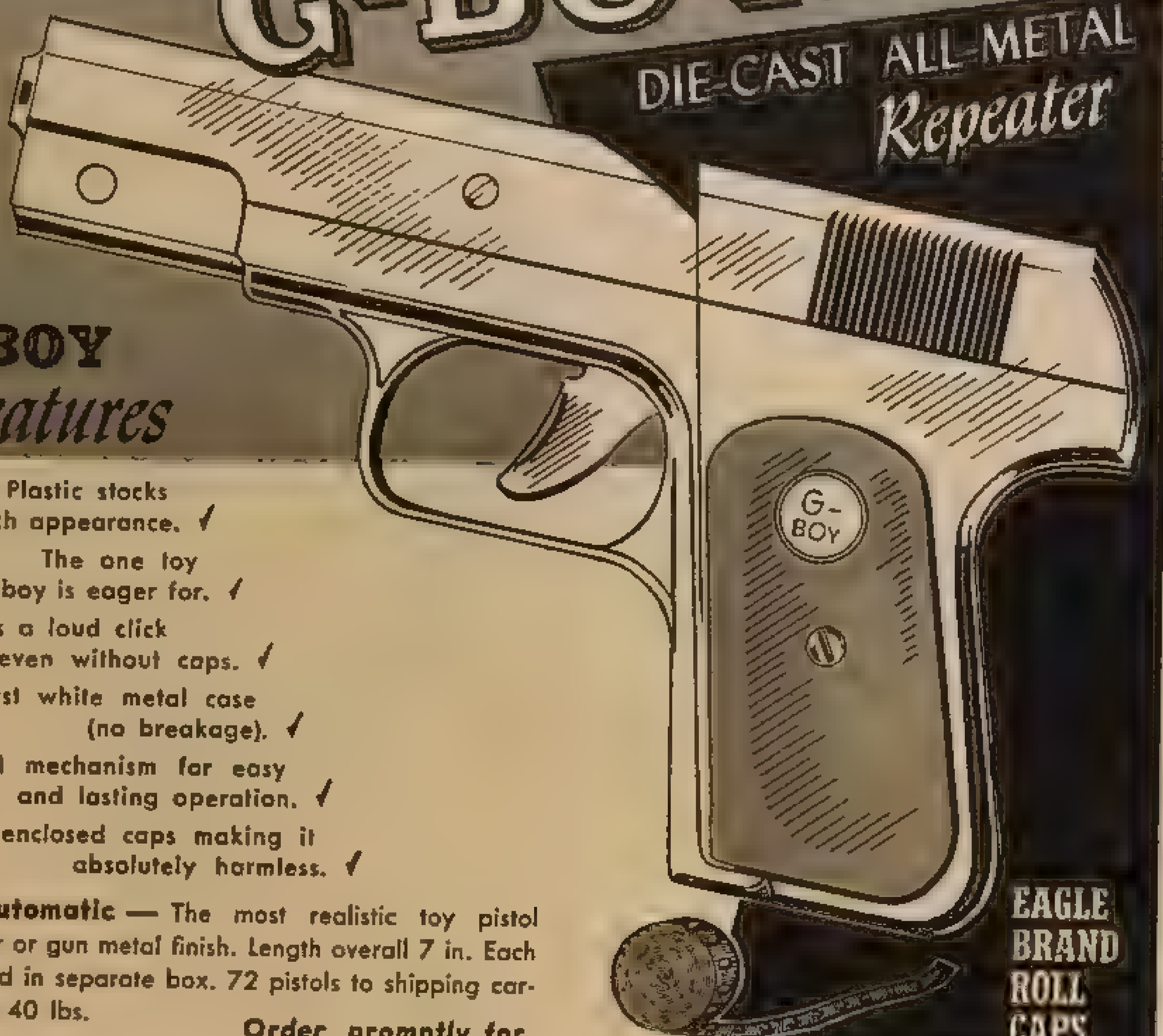
The Unbreakable G-BOY RAPID FIRING

DIE-CAST ALL-METAL *Repeater*



G-BOY *Features*

Plastic stocks for rich appearance. ✓

The one toy that every boy is eager for. ✓

Makes a loud click even without caps. ✓

Die cast white metal case (no breakage). ✓

Steel mechanism for easy and lasting operation. ✓

Cover enclosed caps making it absolutely harmless. ✓

50 Shot Automatic — The most realistic toy pistol made. Silver or gun metal finish. Length overall 7 in. Each pistol packed in separate box. 72 pistols to shipping carton. Weight 40 lbs.

Order promptly for immediate delivery.

NOTICE: **Investigate your local ordinances and state laws before ordering. We accept no responsibility as to legality.**

FOR OTHER NUMBERS OF SINGLE SHOT AND REPEATING PISTOLS . . . ASK FOR OUR DESCRIPTIVE BOOKLET

✓ Packed 60 Boxes To Carton

✓ 12 Cartons To Case
Weight 14 lbs. Per Case

✓ 24 Cartons To Case
Weight 22 lbs. Per Case

ACME NOVELTY MANUFACTURING CO.
P. O. Box 22 — River Grove, Illinois

HENRY KATZ
Sales Manager JOE BRITT
200 FIFTH AVENUE
NEW YORK CITY
ROOM 540

NEW YORK SALES REPRESENTATIVE

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SENSATIONAL ACTION TOYS:

YEAR-ROUND BEST SELLERS

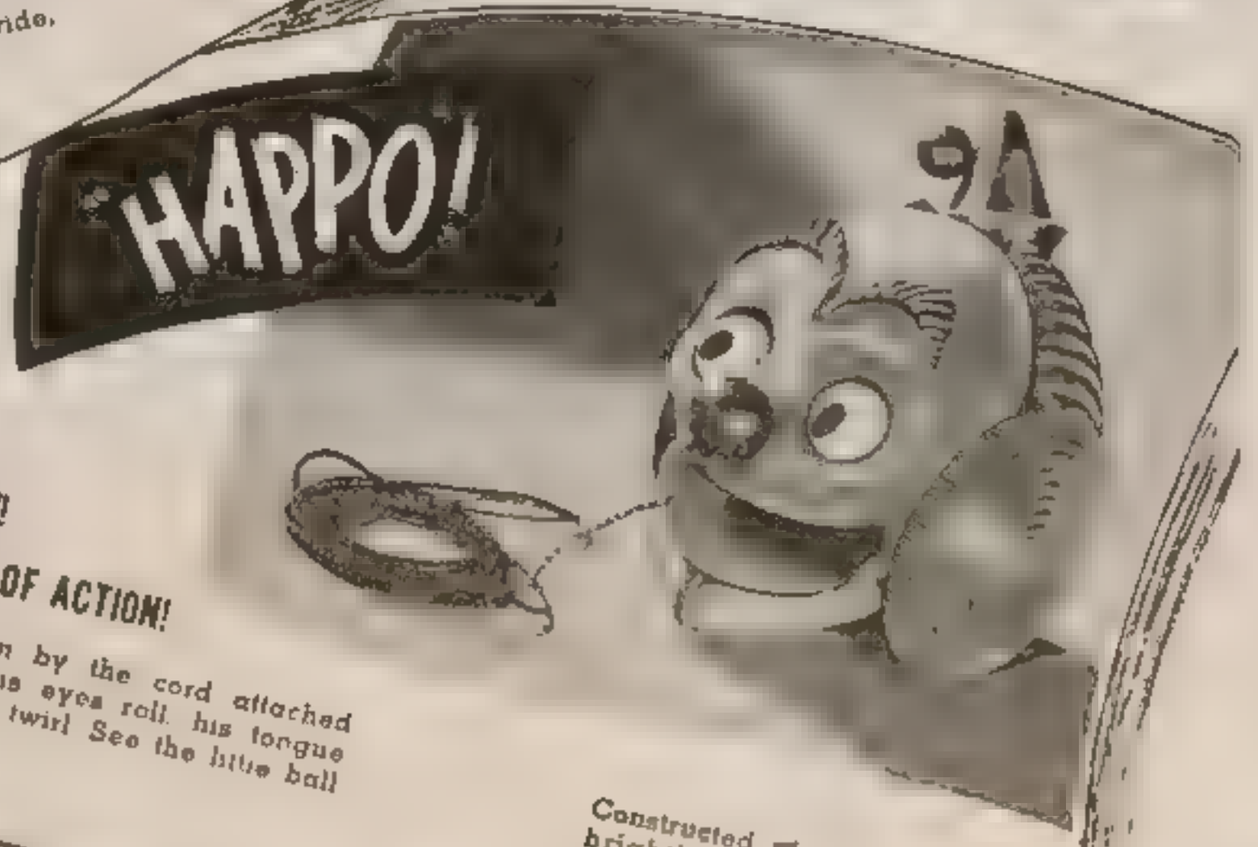
by KAMKAP

Now Available for January Delivery!

Precision-made miniature of a standard cash register, the bell rings when a key is pressed, the cash drawer pops out, the amount indicator shoots up behind glass window on top.

Weighs 3½ lbs. 7¼" deep, 6½" wide, 7¼" high

Constructed of heavy gauge steel with aluminum trim and baked-on bright red, green, or blue enamel. White plastic keys register from 1¢ to $1.00 and no sale.



"IT'S NEW!

"IT'S FULL OF ACTION!

Just pull him by the cord attached and watch his eyes roll, his tongue move, his hat twirl. See the little ball circle his hat.

Constructed of plastic and brightly multi-colored "HAPPO" is washable too!

KAMKAP, INC.

100 FIFTH AVENUE, NEW YORK 10, N. Y. ROOM 814

This WORKING-MODEL HELICOPTER now available as a THRILLING FLYING TOY!

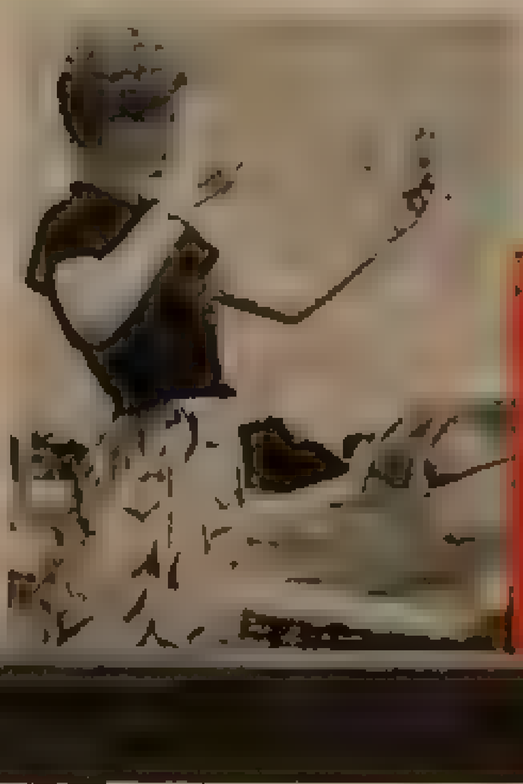
DIAMETER OF ROTOR—12"
WEIGHT—LESS THAN 2 OZ.

IT'S FUN! Air-minded boys and girls are entranced by the realistic flight of this modern toy. It climbs to heights of 100 feet or more; it hovers, soars, circles and returns to the "pilot."

IT'S EDUCATIONAL! The Ken Crowder Helicopter was originally designed for the scientific study of flight characteristics. The illustrated instruction sheet that accompanies each toy contains a wealth of information on aero-dynamics as applied to helicopters.

IT'S SAFE! Constructed of brilliant, vari-colored plastics and shiny aluminum, the Ken Crowder Helicopter weighs less than two ounces! Therefore, there can be no serious "crash damage."

IT'S SIMPLE! Young boys or girls can easily operate the toy. A pull on a cord previously wound around the rotor hub whirls the blades and the helicopter takes off immediately when released.



TO DISTRIBUTORS AND MANUFACTURERS' AGENTS

PROVEN FAST SELLING. One retailer sold 3,000 helicopters in 14 days!

IMMEDIATELY AVAILABLE. Full production has now been achieved. Immediate delivery on any quantities.

FERTILE TERRITORY is available in all parts of the United States.

ADVERTISING HELPS. Sales promotion in 1947 will consist of a well rounded campaign.

TO MODEL AIRPLANE JOBBERS

The Ken Crowder Helicopter is also available in knock-down sets for sale as assembly kits.

SPECIFICATIONS: Packed in individual boxes (12" x 12" x 3"), 36 to a carton (24" x 24" x 27"). Shipping weight of carton, 26 lbs.

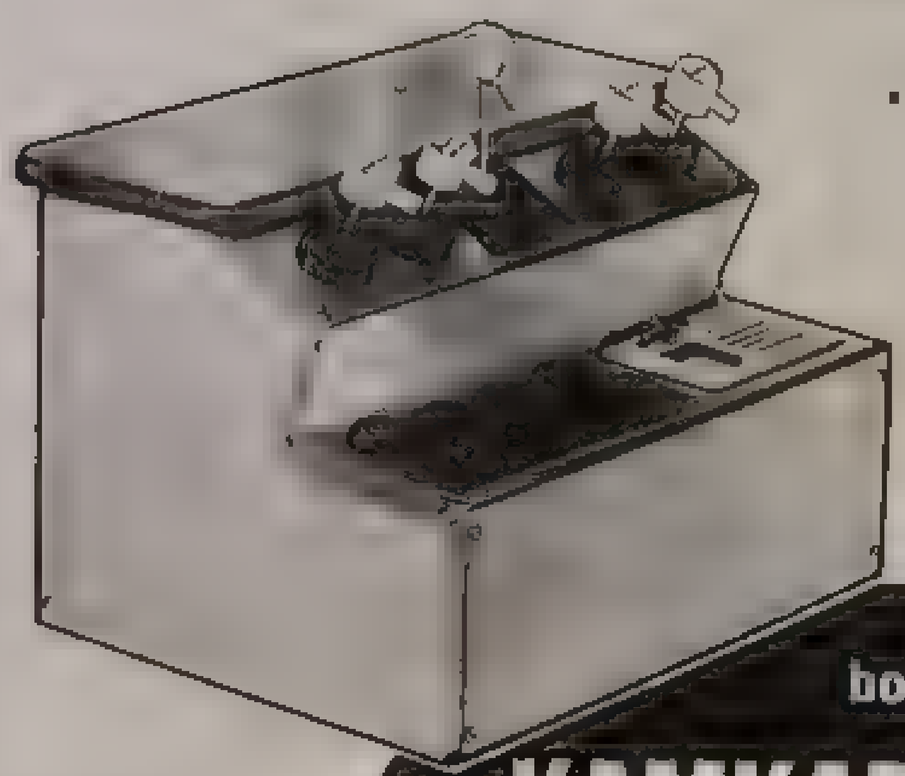
DON'T WAIT! TELEGRAPH!

The
SCIENTIFIC TOY COMPANY
OF AMERICA

the whole country's RAVING about

the SODA FOUNTAIN*

... and it really WORKS!

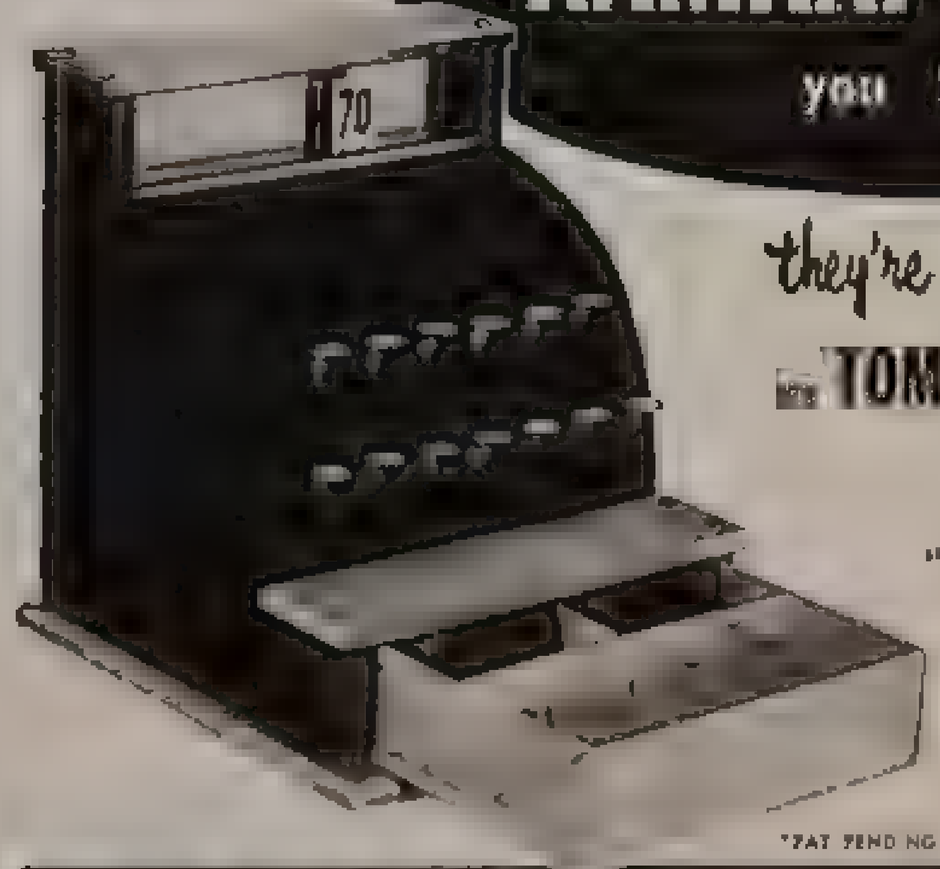


From tot-to teen from New York to Kalamazoo there isn't a child alive who won't turn head over heels for this wonderful new toy. It's shiny sturdy aluminum with bright red counter, plus four real syrup pumps of sparkling white plastic plus one soda-water pump in the center plus ice-cream handle with black plastic covers. Everyone who's seen it says, "It's just what I've been waiting for!"

both

KAMKAP FIRSTS

you bet



they're still AMAZED by

the TOM THUMB CASH REGISTER

Selling faster than ever and it's been building volume for a long time! A precision-made miniature of a standard cash register it bells rings when a key is pressed, the cash drawer pops out, amount and color shows up behind glass window on top. Constructed of heavy gauge steel with aluminum trim, and baked on bright red, green, or blue enamel. White plastic keys register from 1¢ to $1.00 and no sale.

*PAT PEND NG

KAMKAP, INC. 200 FIFTH AVENUE, NEW YORK 10

IRWIN
IN PLASTIC PLAYTHINGS
THE BIGGEST NAME
TOYS FOR SEAFARERS
SALES LEADERS for SPRING and SUMMER
This Irwin Line includes almost every type of sea-going craft . . . mechanical Motor Boat, Sail-Boat, Mystery Boat and Canoes — all designed and priced for worthwhile profits and speedy turnover. Made of extra-heavy, non-Lam plastic for the greatest eye-appeal and enduring play value. Be sure to get your orders in early so that you'll be ready for Spring and Summer selling.
LARGEST EXCLUSIVE PLASTIC TOY FACTORIES IN THE WORLD
IRWIN CORPORATION
OFFICES—37 WEST 20th STREET NEW YORK, N.Y.
SHOWROOMS—200 FIFTH AVENUE, NEW YORK ROOM 551
PLANTS—FITCHBURG and LEOMINSTER, MASS. ERENT, N.J.

Sells on Sight!

Steven TRUE-COLOR-BEAUTY and PERFECT 360° SYMMETRY!

Featured in all 3 Models: Steven Laboratory-Processed Metal Mirrors ... the secret of Perfect 360° Symmetry and Natural Color Beauty! These with other Steven "Exclusives" create Extra Sales, Bigger Profits!

Complete DEALER HELPS! Write for particulars!

No. 25
Eye-delighting beauty holder and cool Colorful Plastic cylinder. Metal reinforced ends. Transparent plastic eye-hole cover. 6 colors, each. Photo, ½ actual size (7½"). To retail at 25¢

No. 50
Revolving pattern bearing bead. Twists tantalizing rainbows of central and border designs. Assrt. colors. Photo, 1/5 actual size (9½"). To retail at 50¢

No. 200
World's only non-breakable all-plastic kaleidoscope! A toy and game! Has added features: plastic unbreakable end-discs. "Make your own designs!" Kit complete with hundreds of tiny pattern-producing objects and trinkets. Creative, constructive! For young and old. Photo, ½ actual size (8¾"). To retail at $2.

NEW YORK REPRESENTATIVE: WALTER H. RHONE, 200 FIFTH AVE. ROOM 324, N. Y.

STEVEN MANUFACTURING CO.

5170 BASTON AVENUE SAINT LOUIS 13, MO.

Sells on Sight!

Steven TRUE-COLOR-BEAUTY and PERFECT 360° SYMMETRY!

Featured in all 3 Models: Steven Laboratory Processed Metal Mirrors . . . the secret of Perfect 360° Symmetry and Natural Color Beauty! These with other Steven "Exclusives" create Extra Sales, Bigger Profits!

No. 25
Eye-delighting beauty inside and out! Colorful three-cylinder, Metal reinforced ends. Transparent plastic eye-hole cover. Metal, multi. Photo, ½ actual size (7¾"). To retail at 25¢.

No. 50
Revolving action! Turning beads! Exists fascinating combinations of central and border designs. Metal, colors. Photo, ½ actual size (7¾"). To retail at 50¢.

Complete DEALER HELPS! Write for particulars!

No. 200
World's only non-breakable all-plastic kaleidoscope! A toy and game in 1. New added features: plastic unbreakable end-discs. "Make your own designs!" Kit complete with hundreds of tiny pattern-producing objects and trinkets. Creative, constructive! For young and old. Photo, ½ actual size (8¼"). To retail at $2.

NEW YORK REPRESENTATIVE: WALTER H. RHONE, 200 FIFTH AVE., ROOM 324, N. Y.

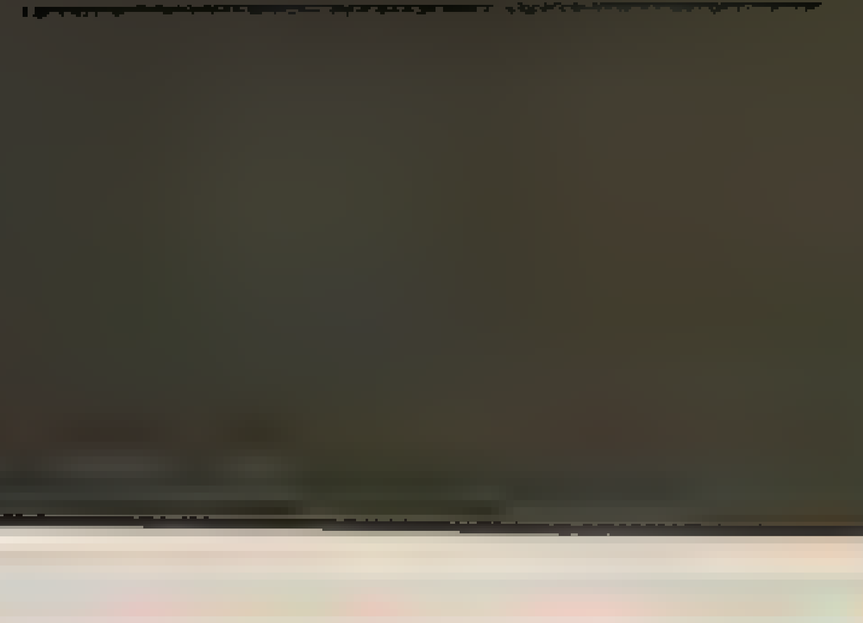
STEVEN MANUFACTURING CO.

3170 EASTON AVENUE • SAINT LOUIS 13, MO.

LOVE Birds!
TRADE MARK
Retail Price
$1.
Stafford COMPANY
ANNOUNCING —
An Absolutely Absorbing Amazing
Achievement in Animated Amusements.
LOVE Birds!
A truly fascinating MECHANICAL TOY operating
on BRAND NEW PRINCIPLES.*
LOVE Birds!
WILL STEAL THE ♥♥♥♥♥ OF THE NATION
♥ LOVE Birds! superbly made in the colors of the rainbow
♥ LOVE Birds! come in pairs, and fly and fly and fly— mysteriously.
♥ LOVE Birds! ♥♥♥♥♥ TOP EVERYTHING IN FASCINATION
ORDER YOUR LOVE Birds! NOW!!!
* PATENTS PENDING
86 09 ROOSEVELT AVE, JACKSON HEIGHTS, NEW YORK
represented by
C S JACOBSEN
200 Fifth Ave
New York 10 N Y
ROY F TRAUGER ASSOC
Merchandise Mart
Chicago 54 Ill
THE HETHERW GN CO
Bewley Building
P O Box 26
Fort Worth 1 Texas
R M TEMPLE Jr
369 Robert St
St Paul Minn
FELDMAN & CO
Mdse Mart
Kansas City Mo
GULF STREAM D ST
410 N E Second Ave
Miami Fla
ATLANTA TOY MART
33 Peachtree St
Atlanta Ga
JOBBERS SPEC ALTY CO
2457 Hunter St
Los Angeles Cal
L MOSAY BERGSTROM CO
Mercantile Bldg
Denver, Colo

The Magnetic Village

TRADE MARK



SPEC-FICATIONS
Playing table 25 x " square
Legs 4 (detachable)
Wood and Masonite construction
2 magnetic powered cars
1 operating control magnet

NEW AND SENSATIONALLY PROVED IN A LAST-MINUTE 1946 TEST OFFERING!!!

A CRAFTALL Toy

HOW IT WORKS

Use control magnets on the underside of table to run the cars with magnetic power

"A-1" FOR THE RETAILER!

A [illegible]

A [illegible]

A [illegible]

A [illegible]

A [illegible]

A [illegible]

...A Year-Round Toy Sales Builder

Terrific Sales Appeal

CRAFTALL TOYS

19 SOUTH LA SALLE STREET CHICAGO 3 ILLINOIS

REPRESENTATIVES

WEST COAST
Jan Roberts
Western Merchandise Mart
San Francisco Calif

EASTERN
E E Mills Assoc
41 East 42nd St
New York 17 N Y

[redacted]

It's tops in toys! Eye and ear appealing to boys and girls from nursery school age to junior high. Made in contrasting two tone plastic that will always stay clean and bright. Colors are non toxic, safe for even an infant. There are no sharp edges, no rough surfaces. A ball bearing pivot permits longer spin, up to two minutes with one winding. It's 3½ inches in diameter, comes complete with mechanical spring winder. Packed six dozen to a carton. Rush orders now for immediate delivery. You'll whistle, too, when you see how this top attracts 'em.

Jobbers' and Wholesalers' Price

$21.60 Gross, Terms, 1%-10 days, FOB Factory, Philadelphia

PLASTIC MASTERS

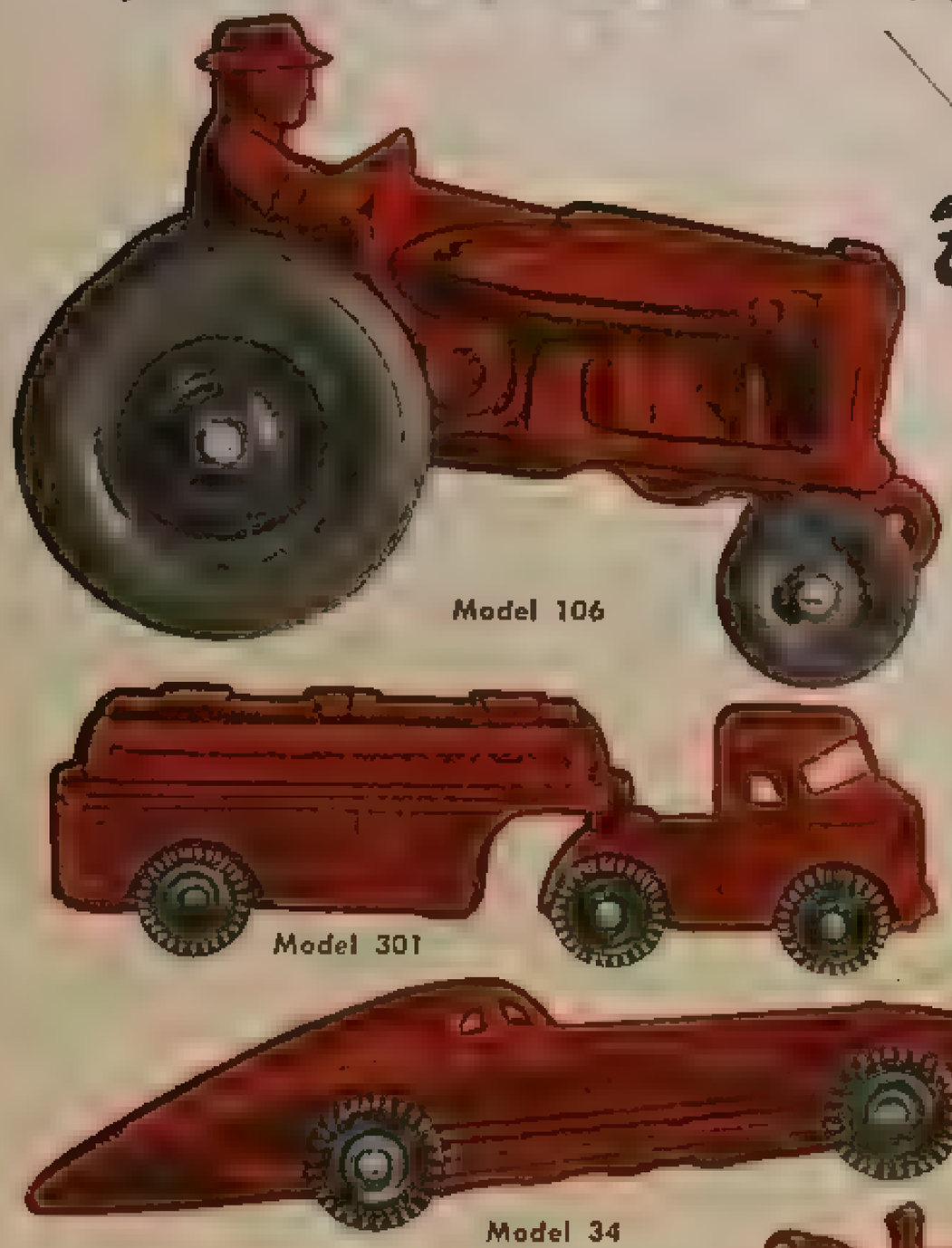
U. S. PLASTICS, Inc.

1312-14 CALLOWHILL ST. PHILADELPHIA 30, PA.

All M & L Metal Toys

LEAD TO

Bigger Sales

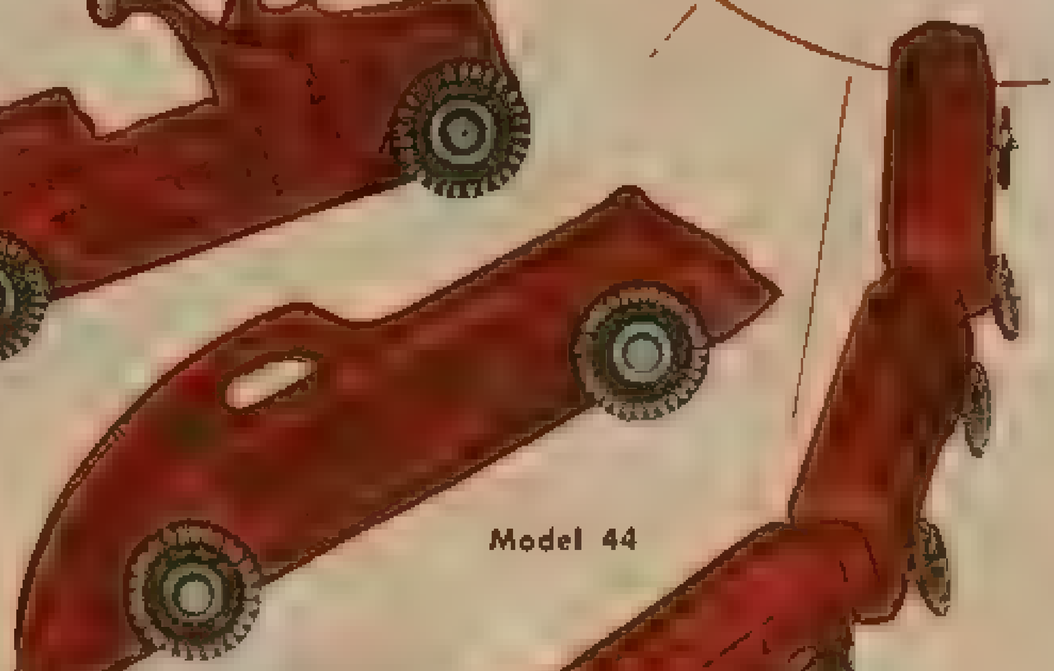


Model 106

Model 301

Model 34

Model 8



Model 44

Model 104

These sturdy metal toys can be purchased in assorted glossy colors. 20 new models, not illustrated, now ready for immediate delivery, including water pistol. Contact our Representatives for samples and descriptions.

GEO. BORGFELDT CORP.,
44-60 E. 23rd Street, New York City.

Farbro Dist.,
570 Seventh Avenue, New York City.

Train Sets in attractive colored boxes

Now —AT A NEW LOW PRICE

ALUMINUM JEEP

WATCH FOR ANNOUNCEMENT AT THE TOY SHOW

SEE THE NEW JEEP IN
ROOM 502
200 FIFTH AVE
NEW YORK

•

IN SAN FRANCISCO
593 MARKET ST
LANDIS K. CARLYLE

Increased production facilities, improvements in design and material, makes possible for 1947 a larger quantity of the nationally well-known and much publicized Aluminum Jeep.

Best of all it will sell at a new low price to be announced at the Toy Show. Additional models will also be shown during the Toy Fair.

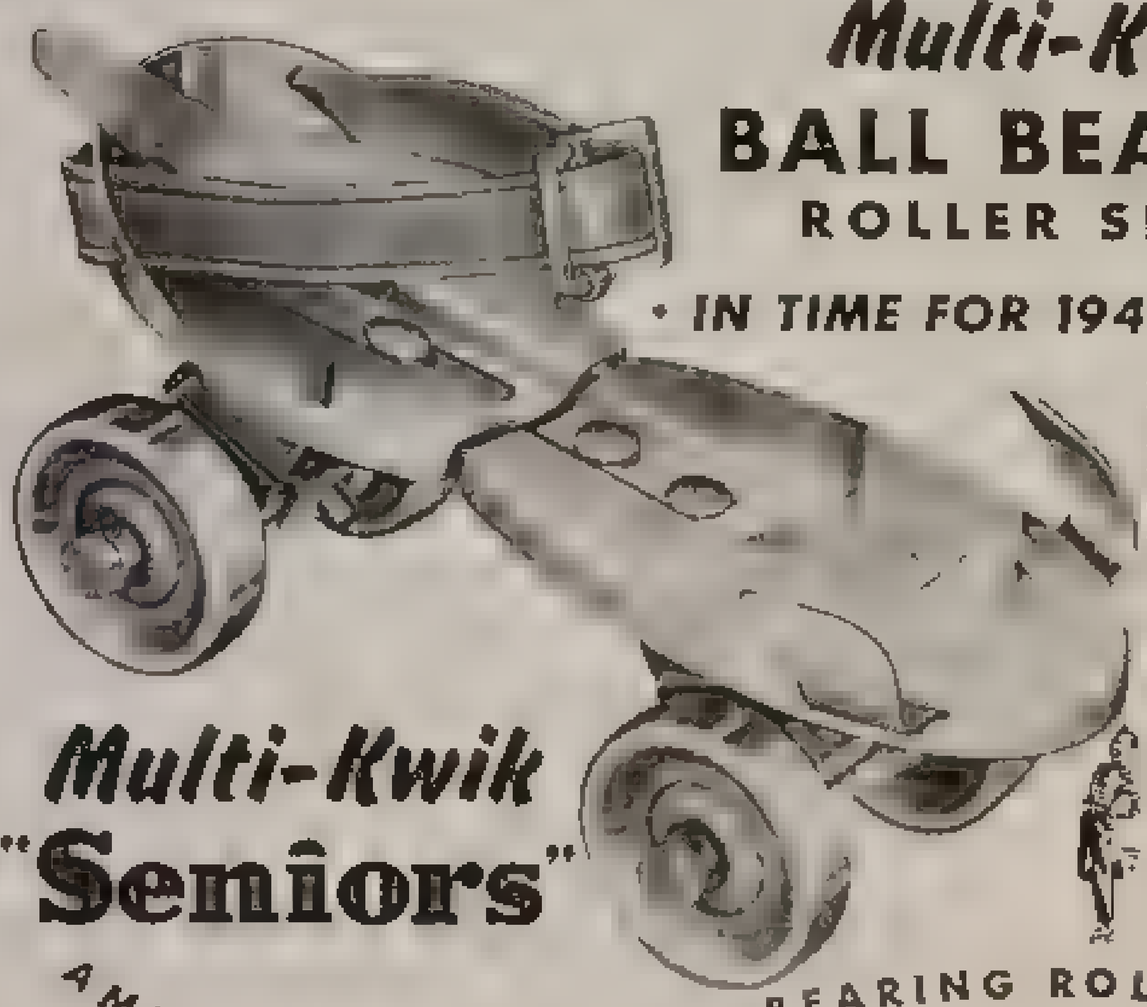
WESTERN TOY MFG. CO.
111 SPRING ST. SEATTLE U.S.A.

163

Presenting... THE NEW, STREAMLINED **1947**

Multi-Kwik BALL BEARING ROLLER SKATES

• IN TIME FOR 1946 DELIVERY •



Months of planning, designing, engineering and special tooling have gone into the famous *MULTI KWIK Chrome Ball Bearing* "SENIORS," ready now for 1946 delivery! Order with confidence and complete your line of *MULTI-KWIK ROLLER SKATES*, America's Finest Line. If not in stock by your jobber, write or write today for new catalog and name of nearest wholesaler

Multi-Kwik "Seniors"

AMERICA'S FINEST BALL BEARING ROLLER SKATES

Big and husky, in gleaming rust-proof finish, these fast, fully-adjustable BALL BEARING Roller Skates "float in live rubber!" Contoured heel plate, finest genuine leather straps; longer, more rugged axle housing hardened steel channel and clamps, deep drawn foot plates, wider tread. Closed: 8¼ inches. Open 11¼ inches. Weigh per pair 4½ lbs

Multi-Kwik NEW IMPROVED 1947 RUBBER WHEEL

BEGINNERS' COMBINATION ROLLER SKATES

The sensation of the year—imported and patented—combined and action ICE SKATE and Big, husky, hardened steel runner chassis has fully adjustable foam die to fit. Weight per pair 2 lbs 3oz—new quality based 2 doz per shipping carton. Weight per carton 55½ lbs

Multi-Kwik **the ORIGINAL 16 DISC WHEEL BEGINNERS ROLLER SKATES.** The leader in its field since 1945 and in demand wherever Beginners Roller Skates are sold. Be sure your stock includes these proven original 16 Disc Wheel Roller Skates. For ages 3 to 6. Packed 1 pair per box, weigh 3 lb 1 oz. 2 doz per shipping carton. Weigh per carton 78 lbs

MULTI-KWIK COMPANY A DIVISION OF RADIOBAR COMPANY OF AMERICA
GENERAL OFFICES 11663 MISSOURI AVENUE • WEST LOS ANGELES 25, CALIFORNIA
EASTERN SHIPMENTS will be made from our PHILADELPHIA plant. Address all correspondence to our general offices

Back with a **BANG!**

Metal DRUMS

in 6", 8", 10", & 12" sizes

A hit in 1946—will be bigger than ever this year because they are made of sturdy steel—and are as fine as any drums of their kind on the market today.

A NUMBER OF OTHER STRIKING METAL TOYS NOW IN PREPARATION!

COLEMAN & MORRIS

PORT CHESTER, NEW YORK

Showroom: ROOM 516, 200 FIFTH AVENUE, NEW YORK 10, N. Y.

COLMOR

MANUFACTURERS OF

PUZZLES • XMAS HOUSES • PARTY FAVORS

EASTER BASKETS AND OTHER NOVELTIES

83

TELEGRAM

IDEAL N ELTY & T Y CO.
194-1 J...
H LL...

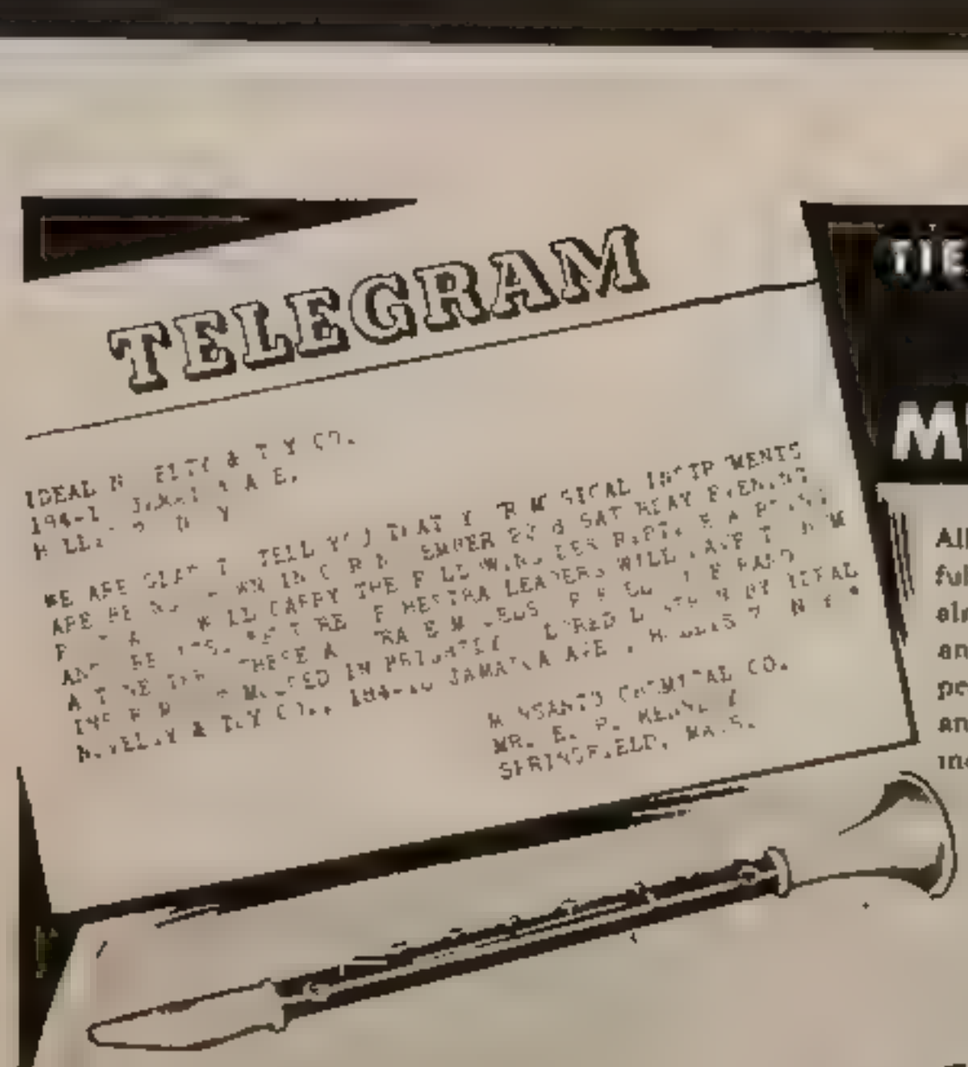
WE ARE GLAD T TELL Y U THAT Y R M SICAL INSTR MENTS
ARE BE... WN IN C R D SMASH HIT O SAT RDAY EVENING
P... A... W LL CARRY THE F LL W...
AD... BE ... THERE A... F MESTRA LEADERS WILL ...
A T...
INC P R... MUSED IN PRIMITIVE ... L RED L...
NOVELTY & TOY CO., 1...

M SANTO CHEMICAL CO.
MR. E. P. MEANS
SPRINGFIELD, MASS.

TIE IN TO THIS NATIONAL AD ON
IDEAL'S PLASTIC MUSICAL INSTRUMENTS

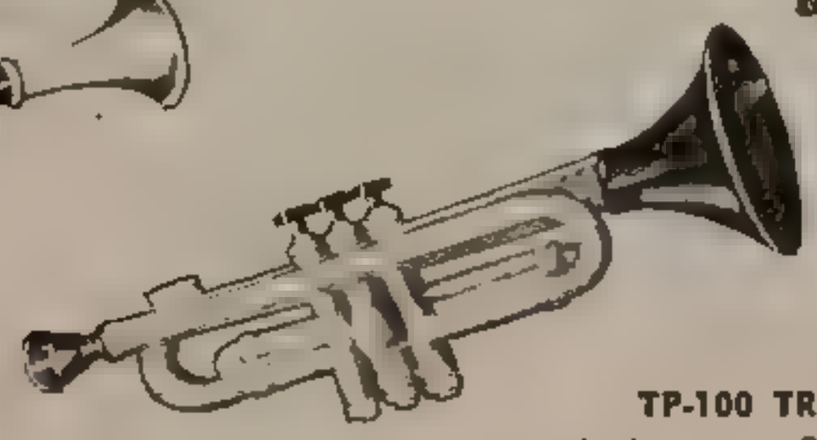
All America Loves to Sing! Ideal's colorful, entertaining plastic instruments are already BIG TIME in national sales! and going stronger than ever . . . because people like to make music everywhere, any time! Excellent year-'round items. In individual full color boxes.

Just hum a song into it—out comes the tune



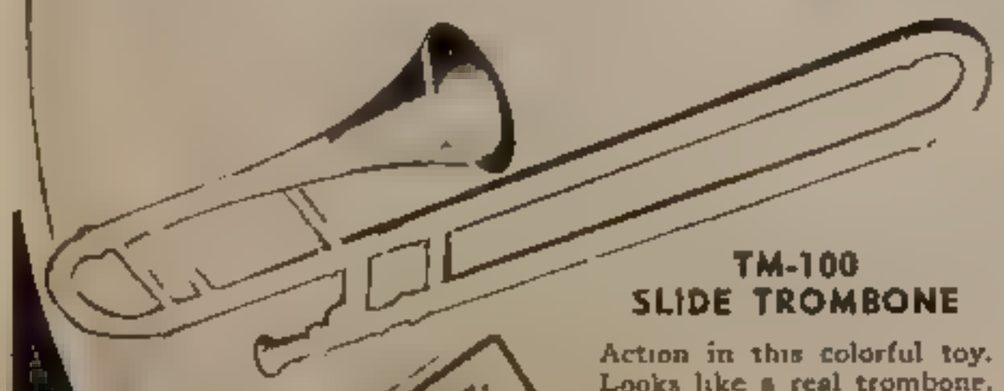
CL-100 CLARINET

A real musical instrument with a full octave. Complete songs can easily be played by adult or child.



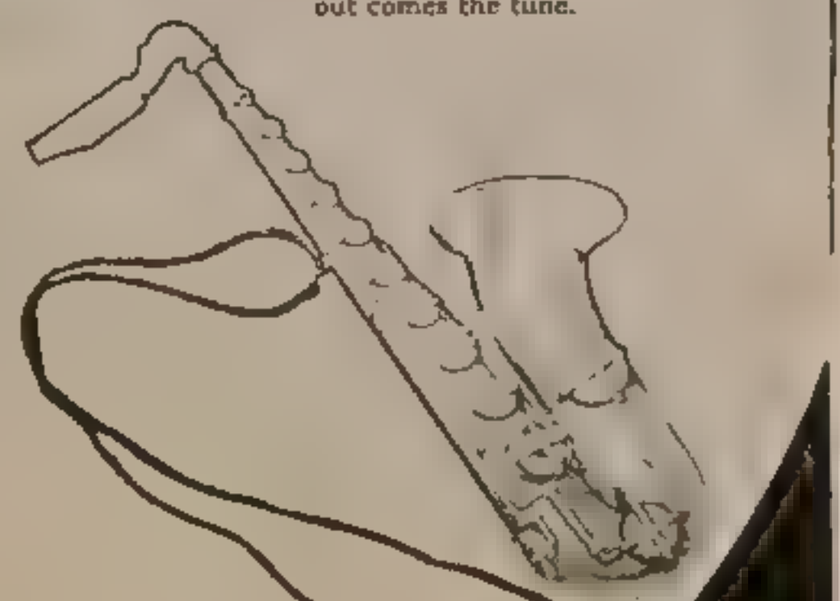
TP-100 TRUMPET

A plastic gem. Swell item for party fun. Just hum into it and out comes the tune.



TM-100 SLIDE TROMBONE

Action in this colorful toy. Looks like a real trombone. Fun for everyone.



SX-100 SAXOPHONE

A whale of a plastic item for the money. Comes complete with shoulder cord.

3-PIECE PLASTIC BAND SET

Fun for the entire family. Consists of 1 saxophone, 1 trumpet, 1 slide trombone. In 2-piece display box.

Ideal

IDEAL NOVELTY & TOY CO.
200 FIFTH AVENUE, NEW YORK 10, N. Y.

IDEAL NOVELTY & TOY CO. Date
200 Fifth Ave., New York 10, N. Y.

Please ship us

Doz. TST300 (3 PC. BAND SET)	to retail for	$3.00
Doz. SX100—Saxophone	to retail for	1.00
Doz. TP100—Trumpet	to retail for	1.00
Doz. CL100—Clarinet	to retail for	.59
Doz. TM100—Slide Trombone	to retail for	1.00

Min. Rtlg. TST300, 1 doz. assort. 2 doz. each

Store Name

Address

Buyer's Signature Dept

'Storybook Dolls'

By Nancy Ann

Nancy Ann Storybook Dolls Inc.

MANUFACTURERS OF STORYBOOK DOLLS

1298 POST STREET
SAN FRANCISCO 9
CALIFORNIA

STORYBOOK SERIES

AMERICAN GIRL SERIES
BRIDAL SERIES
SEASON'S SERIES
NURSERY RHYME SERIES
FAIRYTALE SERIES
DOLLS OF THE DAY SERIES
DOLLS OF THE MONTH SERIES
IN POWDER AND CRINOLINE SERIES
FAIRYLAND SERIES
MOTHER GOOSE SERIES

NATIONAL GAMES
INCORPORATED

NO. 4001 NO. 4061

NESTED BLOCKS

These light weight yet strong fibre blocks are reinforced at the corners. The special process cardboard used insures many playing hours.

Set No. [illegible] 12 Blocks Price $ [illegible]
Packed [illegible] to a carton Weight [illegible] lbs.

Set No. [illegible] 10 Blocks Price $ [illegible]
Packed [illegible] to a carton Weight [illegible] lbs.

Let us [illegible] for immediate shipment

FACTORY AND MAIN OFFICE 200 FIFTH AVENUE NEW YORK CITY

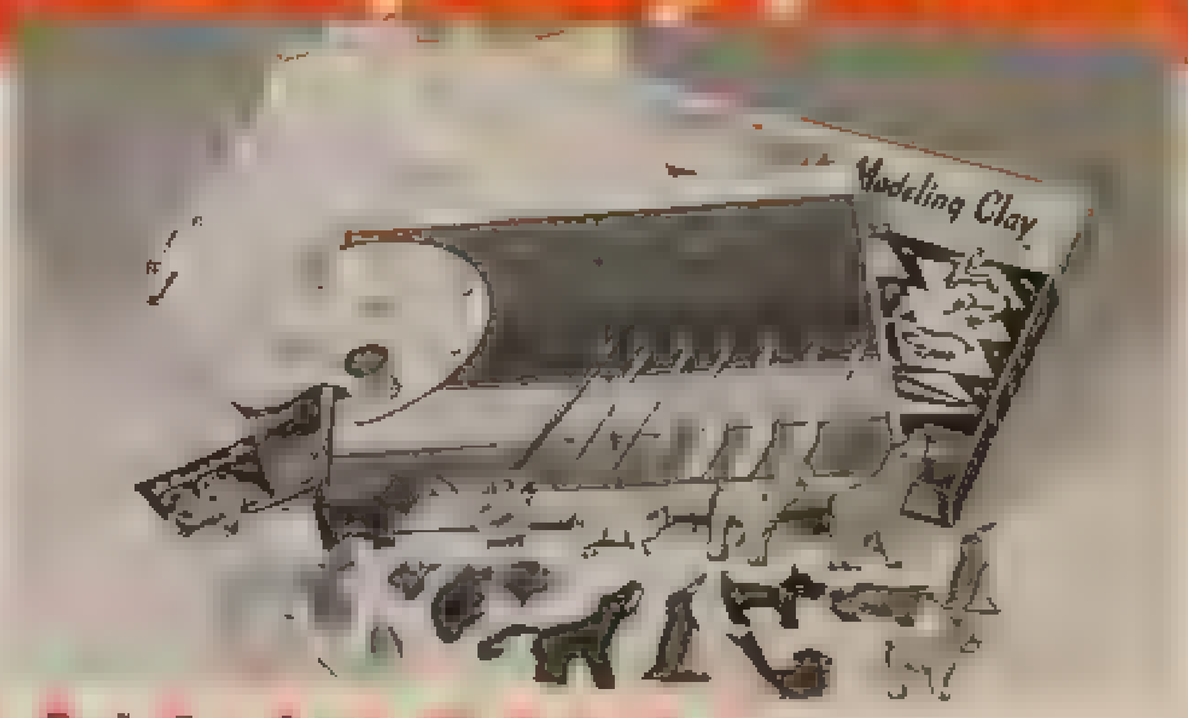
PRINCIPAL OFFICE MANNAHATTA SETTS
AVENUE ROOM [illegible]

[redacted]

BIG, COLORFUL, ATTRACTIVE!

PLASTIC

Modeling Clay Fun Kits



9 BIG NUMBERS—packaged in beautiful 4-color Boxes... most complete line on the market today... 10c to $1.98

SEE US AT THE

AMERICAN TOY FAIR

HOTEL McALPIN • ROOM 652

OR VISIT OUR PERMANENT DISPLAY

NEW YORK Arthur Pizer, Suite 410-412 Breslin Hotel, 1186 Broadway at 29th Street.

CHICAGO Mr. Ed Caryl, The Toy Market, Rooms 1417-18 Mdse. Mart

Immediate delivery on all numbers ... Write today for illustrated folder

151

An Exciting New PLAYSKOOL TOY

Bluebird RATTLE *and* *Bluebird* RATTLE *and* STAND

For your customers who are looking for something really new and different for babies 3 to 18 months—we present the "Bluebird in the Cage." It's destined to be the "baby toy hit of the year."

This adorable plastic Bluebird rattles cheerfully in the cage—always remains upright. Cage is beautiful, smooth baby pink plastic. Teething ring is a light baby blue plastic. Gracefully curved blue plastic stand is designed to clamp firmly to any high chair or play pen. When Bluebird in cage is hung from stand, it will keep any baby delighted in pulling and tugging at it.

Each Bluebird rattle is packed in a colorful combination gift and counter display box.

This new Playskool toy is ready for immediate delivery—order it today. It'll make a real hit in your infants' department.

#55 BLUEBIRD RATTLE

Suggested Retail Price $1.00

Packed in individual counter-display box Two dozen to a carton.

#66 BLUEBIRD RATTLE with Stand

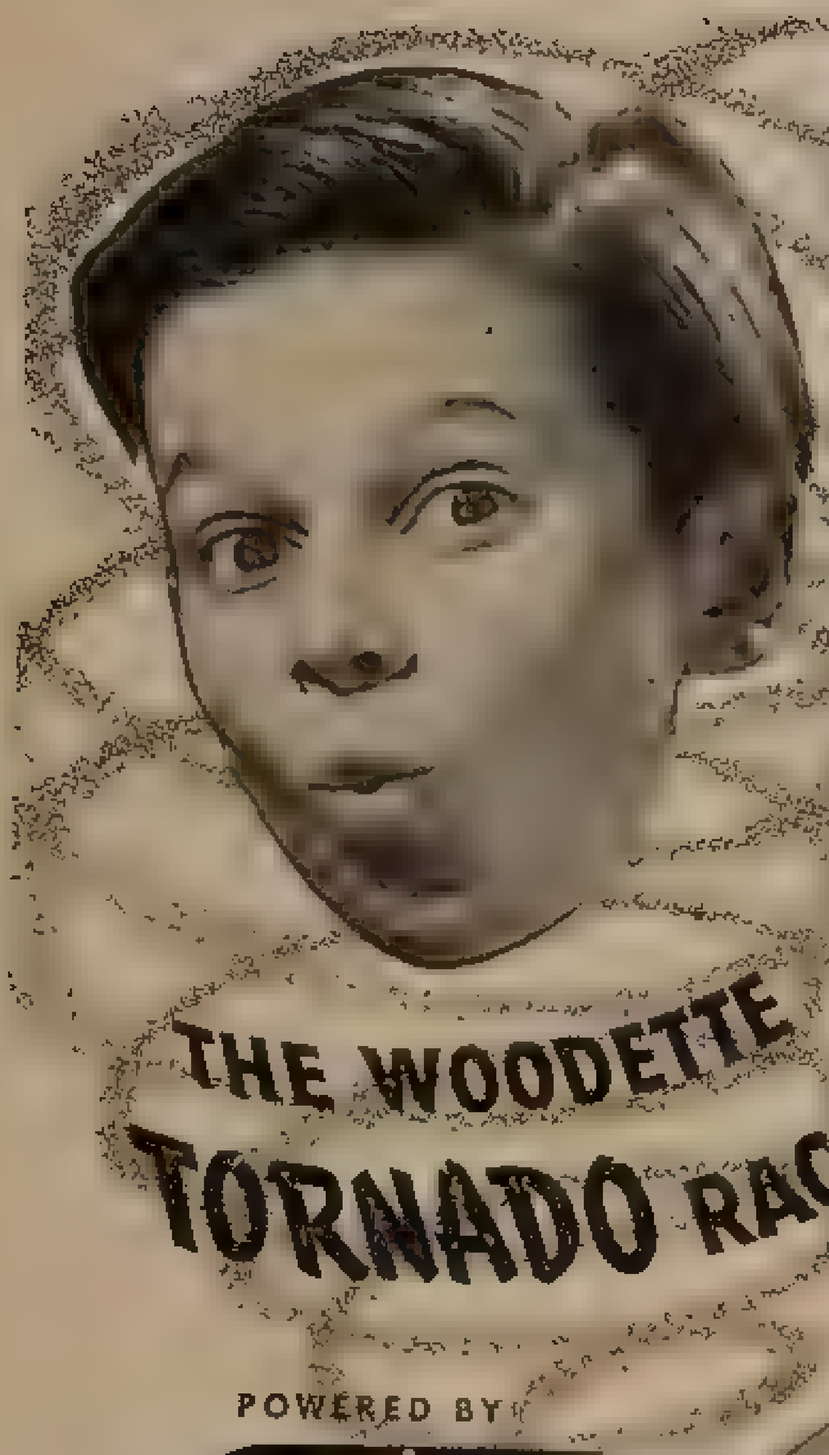
Suggested Retail Price ... $1.25

Packed in individual counter-display box Two dozen to a carton.

PLAYSKOOL TOYS *available for* JANUARY DELIVERY

Though the heavy demand for nationally advertised Playskool toys continues to grow, our greatly increased manufacturing facilities make it possible for us to deliver a great many of the most popular Playskool toys during January. Write for a list of numbers available for immediate shipment.

PLAYSKOOL Mfg. Co.
1750 N. Lawndale
Chicago, Ill. (47)



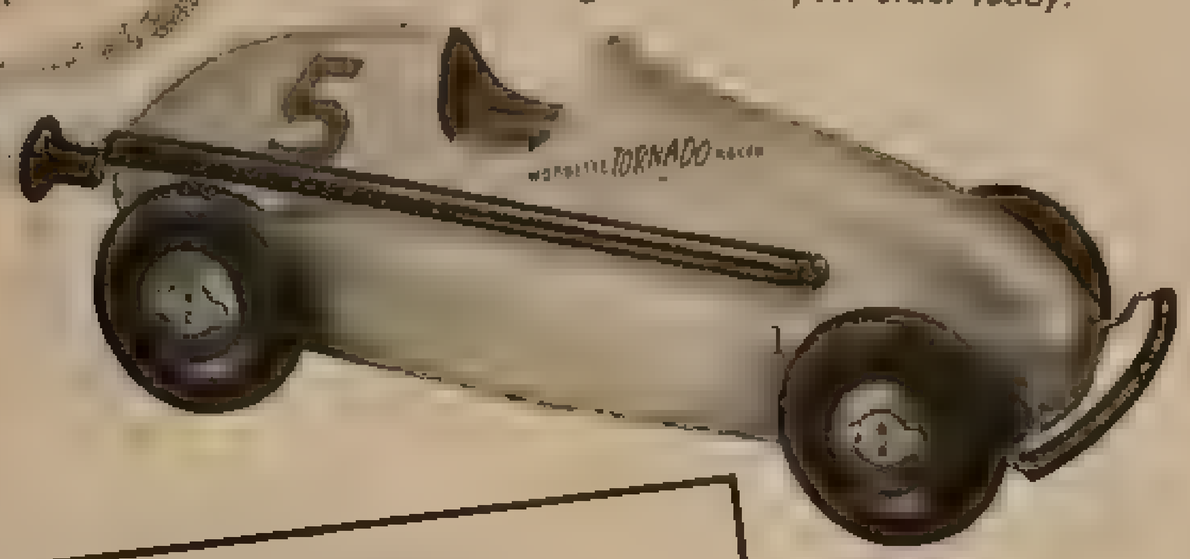
Woo!

there goes the foremost toy of '47!

Pump it up and away it goes—to first place in sales —all seasons of the year! **The WOODETTE Tornado Racer is the first mechanical toy to be powered with the revolutionary new air-compression type motivating force . . . the Mot-air-ette.** *No springs, nothing to wind, nothing to go out of order! Powerful—safe—long-lasting —fascinating! Speeds up to 20 m.p.h., runs 150 feet, makes a noise like a gas engine. All aluminum body 1/16" thick, real puncture-proof inflated rubber tires, strong steel rubber coated bumper. Individually packaged—protected by sturdy colorful box. The WOODETTE Mot-Air-Ette powered TORNADO RACER sells on sight—send in your order today!*

THE WOODETTE TORNADO RACER

POWERED BY MOT-Air-ETTE



SPECIFICATIONS:

Length—14"

Width—5½"

Packed—24 to carton

Weight per carton—Approx. 40 lbs.

Retails—$5.00

DEPT. STORE BUYERS!

Inquire about our highly successful, tested POINT-OF-SALE MERCHANDISING AND DEMONSTRATION PLAN . . . on the

WOODETTE LIBRARY

Children's story book characters in tiny wooden figures. Ready to put together—fun to paint! Colorfully packaged. A steady sales-maker—with all ages . . . all year 'round!

THE WOODETTE HELICOPTER

Plastic nose, fuselage and tail. Solid aluminum propeller blades, sturdy fenders, rubber wheels, steel gears, and hub. Blades wind as Helicopter PULLED. Package becomes sailboat.

WOODETTES

MERCHANDISE MART, CHICAGO 54, ILL.

Eastern Repr., Jess Canton, Room 305—200 Fifth Avenue, N. Y.
West Coast Repr., Peter Goldman, Rm. 82, 1st Lafayette Pk. Place—Los Angeles, Calif.
Southwestern Repr., W. Fuller, Inc., Liberty Bank Bldg., Dallas, Tex.
Southeastern Repr., Howe K. Sykes—860 Cotton Ave., Memphis, Tenn.
Southern Repr., Gamble & Mathes, P. O. Box 5337, Sta. B, New Orleans, La.

THE WOODETTE COASTGUARD

20-gauge steel, baked enamel finish, plastic oars, steel gears and gas rubber wheels. WOODETTE sailor and oars move as boat is pulled along. Package is a tackle boat house.

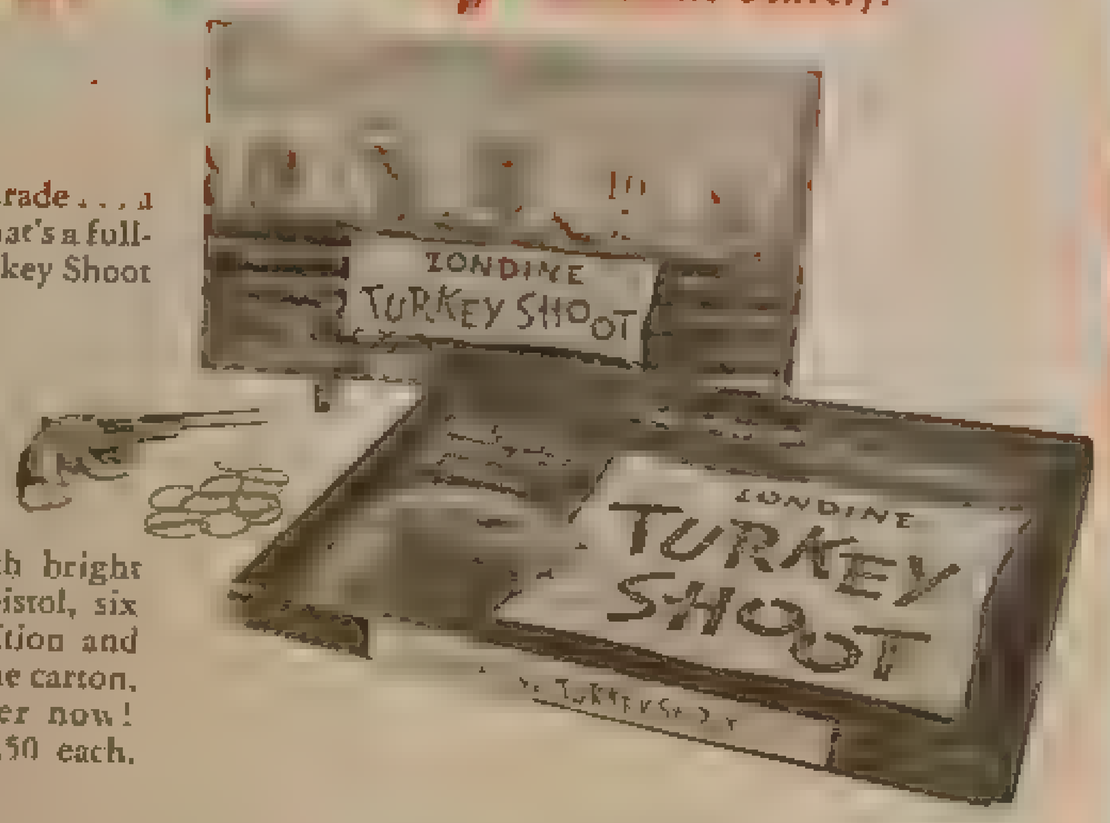
A WORD TO THE PROFIT-WISE!

Don't Stop Ringing Up Sales . . .
ZONDINE Fun-Makers Sell The Year Around

Zondine Turkey Shoot

Immediate Delivery!

It's number one on the "hit" parade . . . a new and different target game that's a full-time favorite! The Zondine Turkey Shoot has *extra* fun features including (1) a realistic, accurate shooting, *all metal* repeater pistol, (2) a new and clever scoring system, and (3) a self-loading target which reloads simply by tilting forward! Colorfully boxed complete with bright target, wooden stands, metal pistol, six rounds of rubber-band ammunition and instruction sheet. Packed 12 to the carton, shipping weight 25 lbs. Order now! Immediate delivery! Retails $2.50 each.

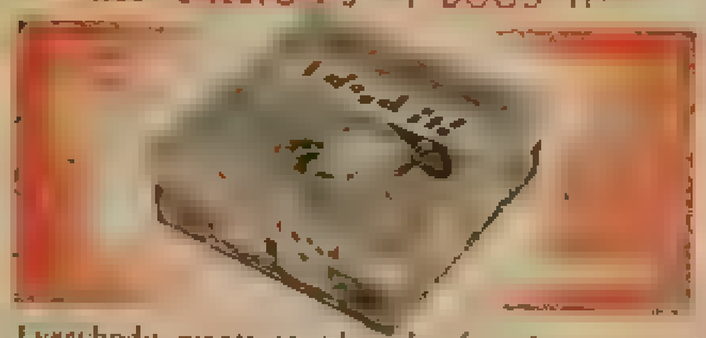


WA HOO!
What a wild and woolly Western chase! There's never a dull moment when you can be "wahoo-ed" at any throw. Two, three, or four may play $2.00 retail

TAKE-IN-RATE!
Here's fast and fascinating entertainment with the sky the limit for wide-open fun! Two to four persons may play — action on every draw, the jackpot to the winner! $1.50 retail

TAKE IT OR LEAVE IT
America's favorite rod o quiz brought to the home! All the thrills of the radio show — jackpot question and all. You'll never be sorry with this sales winner $1.50 retail

The new entertainment sensation . . .
RED SKELTON'S I DOOD IT!



Everybody wants to play the favorite game of Junior, the mean li'l kid of radio! It's a riot! A wooden trap, six wooden mice with long string tails, and a pair of dice make up a merry madhouse of fun. Four to seven may play. $2.00 retail Packed 12 to the carton, shipping weight 25 lbs.

SALES REPRESENTATIVES

- Mr. Arthur Frey, 60 9th Ave. New York, New York
- [illegible] Oakland, California
- Herb Nye 455 N. Lasalle St. Chicago, Illinois
- Mr. [illegible] Virginia St. Atlanta, Georgia
- Southern Toy Mart 333 Empire Bldg. Birmingham, Ala.
- Mr. M. K. Brown 4209 Worth St. Dallas, Texas

Zondine GAME CO.

1132 N. La Brea — Hollywood 38, Calif.

SEE him quack

and **HEAR** him quack

while he **ROLLS** along

ROLL-along QUACKidy is ACTION personified. Highly colorful 7-inch body with beveled wheels and 16-inch painted metal push handle. Push toy with mechanical action and voice.

INDIVIDUALLY BOXED

1 DOZEN TO A CARTON
FOR IMMEDIATE DELIVERY

Liveliest duck about town you ever saw. Order now for Easter and all year 'round sales.

AMERICA

TOY CORPORATION OF AMERICA, Inc.

1 EAST 17th STREET NEW YORK 3, N. Y.

AMERICA

"SCREEN LEX"

THE NEW

MOVIE PROJECTOR

'SCREEN LEX' is a brand new ***movie projector*** which gives both young and old real visual educational entertainment. It is a Projector for teaching children at home affords keen amusement

- SCREEN LEX Movie Projector weighs 16 Oz. It is 5½" high, 7" wide and 4" long.
- It is individually based and comes packed one to a dozen
- Has three power lens and is used on either A C or D.C. current
- Projects 35mm film.
- Any 2x2 slides will fit "SCREEN LEX.

BE THE FIRST IN YOUR CITY TO SELL "SCREEN LEX," THE OUTSTANDING VALUE IN NEW MOVIE PROJECTORS RETAILS AT $10.98

FAIRYLAND FILMS

509 FIFTH AVE., NEW YORK

• *PHONE* • *WIRE* • *WRITE* •

VA 6-9896

[redacted]

New! All-Metal Tops!

Never a precision all-steel top like this! Spins longer than wooden tops. A "natural" that sells itself!

All King Products Pat Pend

Made in U S A

IDEAL JOBBER DEALER PACKAGE

Now...offered for the first time in this attractive 4-color counter display package.

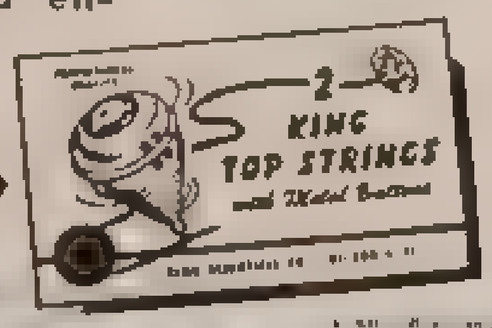
CONTAINS:
12 Siren King All-Steel Whistling Tops in 4 rich metallic colors

S.K.12 ←

- **Metallic Iridescent RED**
- **Metallic Iridescent BLUE**
- **Metallic Iridescent GREEN**
- **Cadmium Rust-Proof**

2 King Tops Strings and Metal Buttons in sealed envelope.

S.B.2 →



Sold Separately

SIREN KING TOPS MADE TO RETAIL AS LOW AS . . . 25¢ EACH

WRITE OR WIRE TODAY for prices and particulars

KING SCIENTIFIC CO. 209 W. Jackson Blvd. CHICAGO 6, ILLINOIS

Model 101

PET WASHER

Suggested Retail Price $5.49

PATENTED GEARED AGITATOR

BAKED ENAMEL FINISH
MOVABLE WRINGER
RUBBER DRAIN PLUG AND FEET

Manufactured By

PET MFG. CO., Dayton, Ohio

TEN PINS (5 sizes)
PASTRY SETS (4 numbers)
CROQUET SETS (6 numbers)
RING TOSS (3 numbers)

Manufactured By

NEWTON & THOMPSON, INC.

BRANDON, VT.

Wooden Laundry Set---5 Pc.

Suggested Retail Price $2.98

10" Tub—9½" Scrub Board—6¾" Spring Wringer—24 Doll Clothespins—Cloth-covered Ironing Board.

All of Above Items Distributed By

SOLLMANN & WHITCOMB

200 Fifth Avenue, New York, N. Y. • *Room 520*

[redacted]

FEATURE THESE FISHING KITS FOR BOYS AND GIRLS

COMING!

BIG CHRISTMAS ADS

To be featured in a full-page Saturday Evening Post ad on December 6 . . . will benefit from the terrific demand inspired by consistent national advertising all year . . Window cards, counter cards, leaflers, all free, are available

HERE'S WHAT OTHER STORES DID LAST YEAR

One New York department store sold 4,000 during November and December—

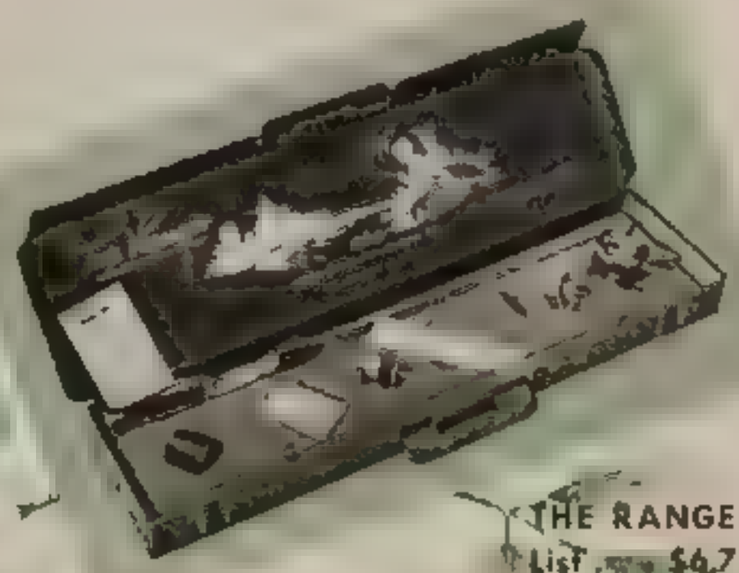
A San Francisco sporting goods store sold 1,200 Ranger models alone in December—

A New Orleans store sold 750 of them in the single pre-Christmas month!

ORDER NOW FROM YOUR JOBBER TO ASSURE ON-TIME DELIVERIES

THE CUB
List . . . $2.50

THE CAMPER
List . . . $4 50



THE RANGER
List . . . $6.75

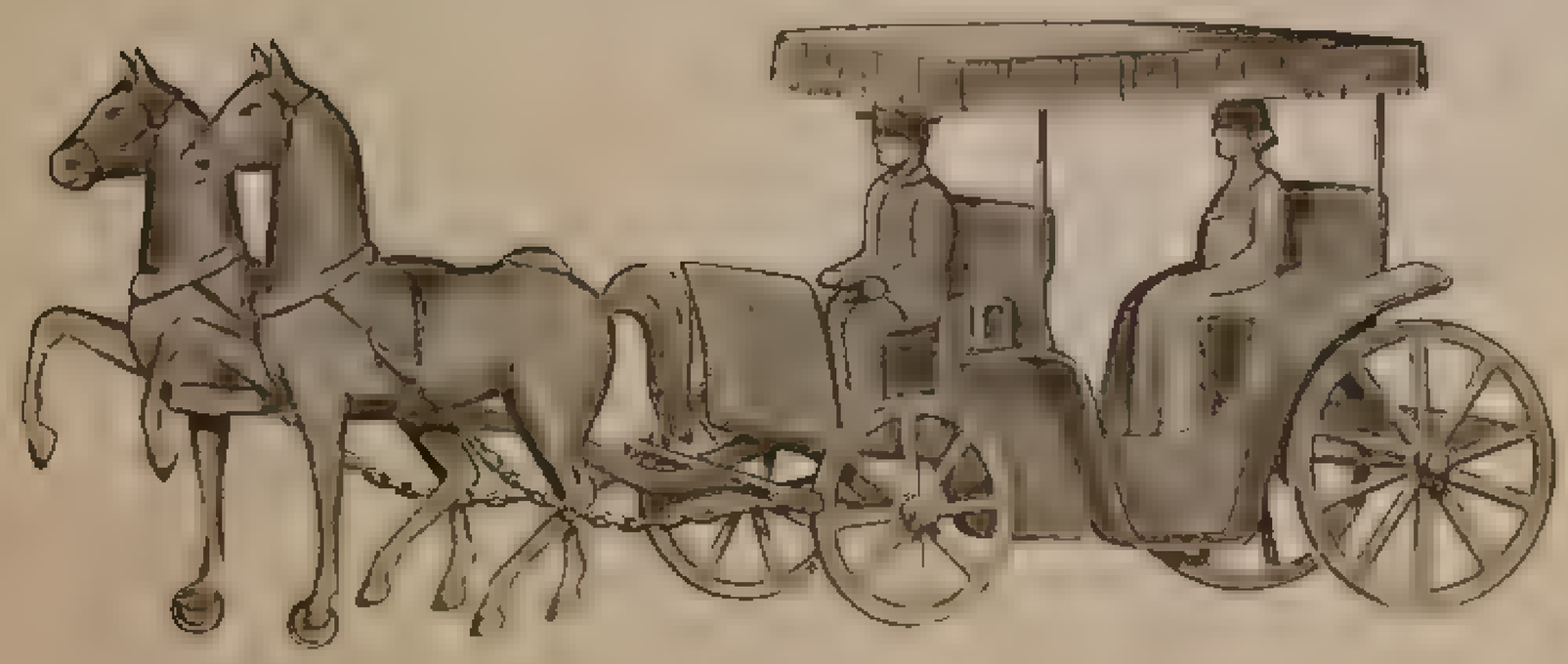
COMPLETE FISHING KITS

MADE BY OCEAN CITY MANUFACTURING CO., PHILA. 34, PA.

[redacted]

STANLEY

CAST METAL TOYS



A two-seated two-horse surrey with fringe on top. All cast metal except cotton top and fringe. Brown horses, blue and yellow surrey, yellow fringe and blue top. Length, 11½". Height 4½". Width, 3¼". Copper chains simulate tugs. Man driver and woman passenger—removable. Horses and tongue can be removed from surrey. Hole in front end of tongue provides for pull cord. Individual cartons. 12 to shipping case. Weight, 30 lbs.

Just Right For All Year Sale!

No Increase in Prices for 1947

On Display and Represented by

HUGH D. KENNEY
Room 1443, Merchandise Mart,
Chicago 54, Ill.

MECHNER & CAMINITI
Room 455, 200 Fifth Ave.,
New York 10, N. Y.

ATLANTA TOY MART
175 Peachtree St., N. E.,
Atlanta, Ga.

INGLESIDE ARTS
196 Sparks Street
Ottawa, Ontario, Canada

McClellan & Sidebottom
718 Mission Street
San Francisco, Calif.

Stanley cast metal toys were in the forefront of nation-wide best sellers during 1946, and no wonder! Far more than just toys—they are actually authentic scale reproductions that fascinate young and old by their lifelike realism, superb finish and detail.

Now, as you replenish stocks with outstanding items suitable for year 'round selling, make sure Stanley Cast Metal Toys are included on your list. Order today!

IMMEDIATE DELIVERY

STANLEY
TOY COMPANY

1301 MAIN ST. OCONTO, WIS.

135

A push on the plunger and the RANGER "CATS MEOW" really goes into action. The geared inner mechanism produces a siren-like wail and revolving flints throw off a shower of sparks visible through the transparent eyes and mouth of the cat's head. Lithographed in bright colors, of sturdy, all metal construction — It's no wonder that the "CATS MEOW" is fast moving up in volume to the famous RANGER "SPARKLER" WHEEL.

RANGER

STEEL PRODUCTS CORP.

122 HARRISON PLACE BROOKLYN 6, N. Y

PRICE LIST AND SHIPPING INFORMATION!
JUST MAIL IN THE COUPON

RANGER STEEL PRODUCTS CO
122 HARRISON PLACE
BROOKLYN, 6, N. Y.

Gentlemen
Please send me price list and shipping information on the Ranger "Cat's Meow"

Name

Address

Attention of...

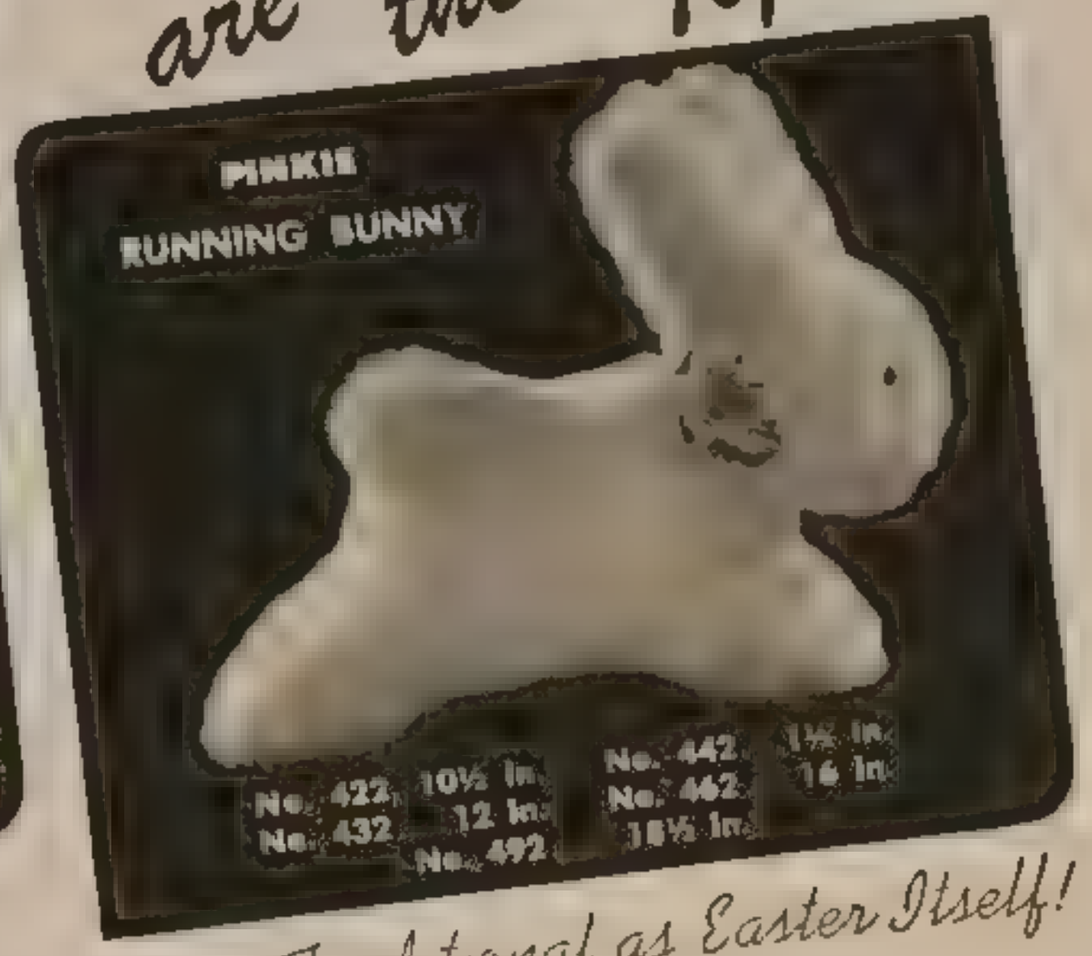
"He who whispers in a well
that he has something nice to sell,
will not get as many dollars
as he who climbs a tree and hollers."

TRUE! and so WE'RE HOLLERING!

GOLDEN FLEECE *Bunnies*

MADE OF *Real* LAMBSKIN

are the Tops!



Golden Fleece Bunnies are as Traditional as Easter Itself!

INDIVIDUALLY BOXED

WINCHESTER TOY COMPANY
2017 SOUTH 63rd STREET, PHILA. 42, PENNA.

ABSOLUTELY SAFE!

Eyes and nose are embroidered on. Mothers need no longer fear glass eyes or sharp points which can be pulled out or swallowed.

THEY'RE *LUXable*, TOO!

Fluffy as can be with gentle Lux care

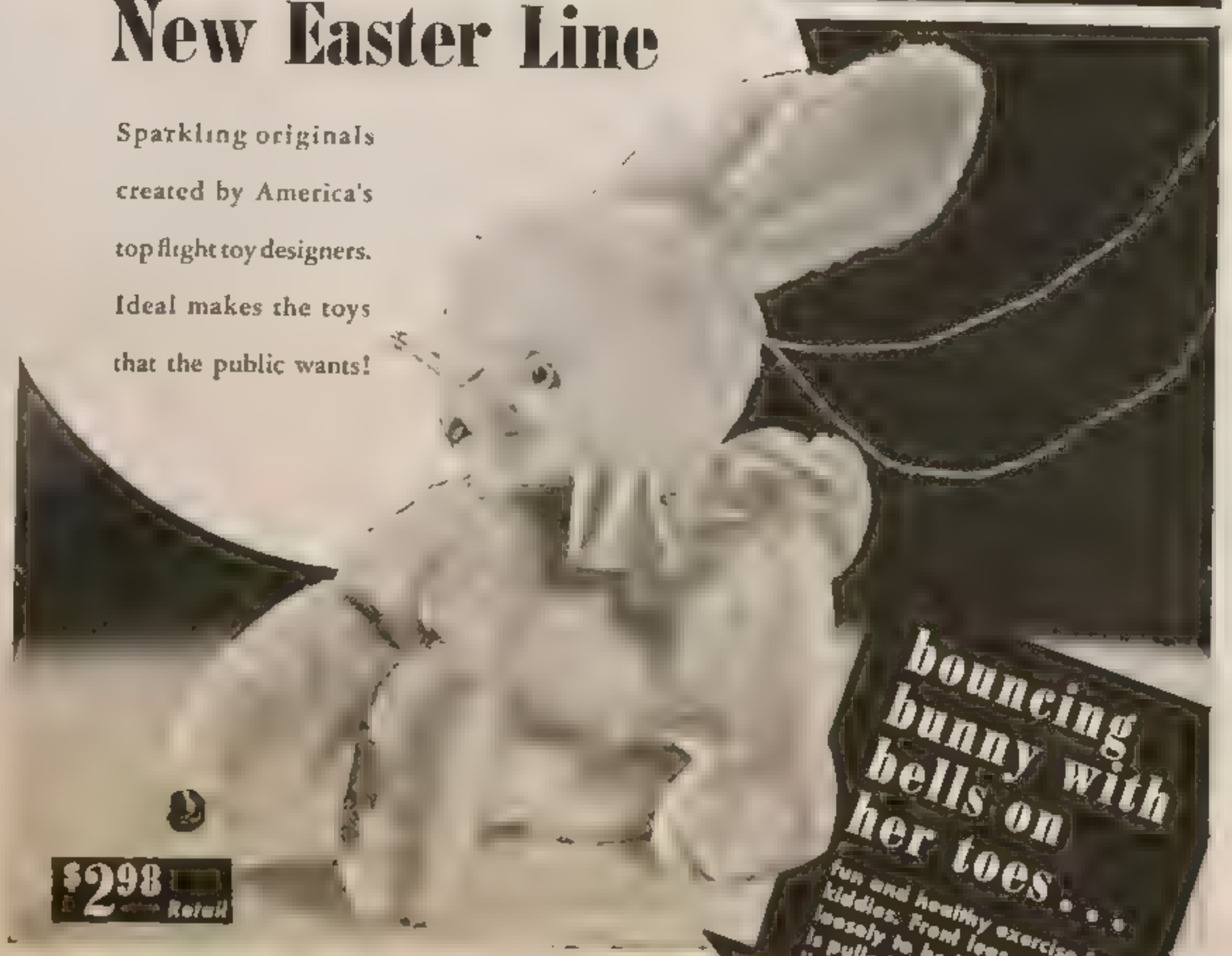
SEND FOR FREE COLORFUL ILLUSTRATED FOLDER OF COMPLETE LINE

107

SEE

Ideal's Exciting New Easter Line

Sparkling originals created by America's top flight toy designers. Ideal makes the toys that the public wants!


$2.98 Retail
bouncing bunny with bells on her toes....
fun and healthy exercise for kiddies. Front legs attached loosely to body. When cord is pulled, bunny jumps, flinging two bells on front legs. pastel colored rayon plush. Very soft.

COLORFUL NEW CATALOGS OF IDEAL'S COMPLETE LINES NOW READY!

Ideal
NOVELTY & TOY CO.
200 FIFTH AVE., NEW YORK 10, N. Y.

Date

IDEAL NOVELTY & TOY CO.
200 FIFTH AVENUE
NEW YORK 10, N. Y

Please send us v a

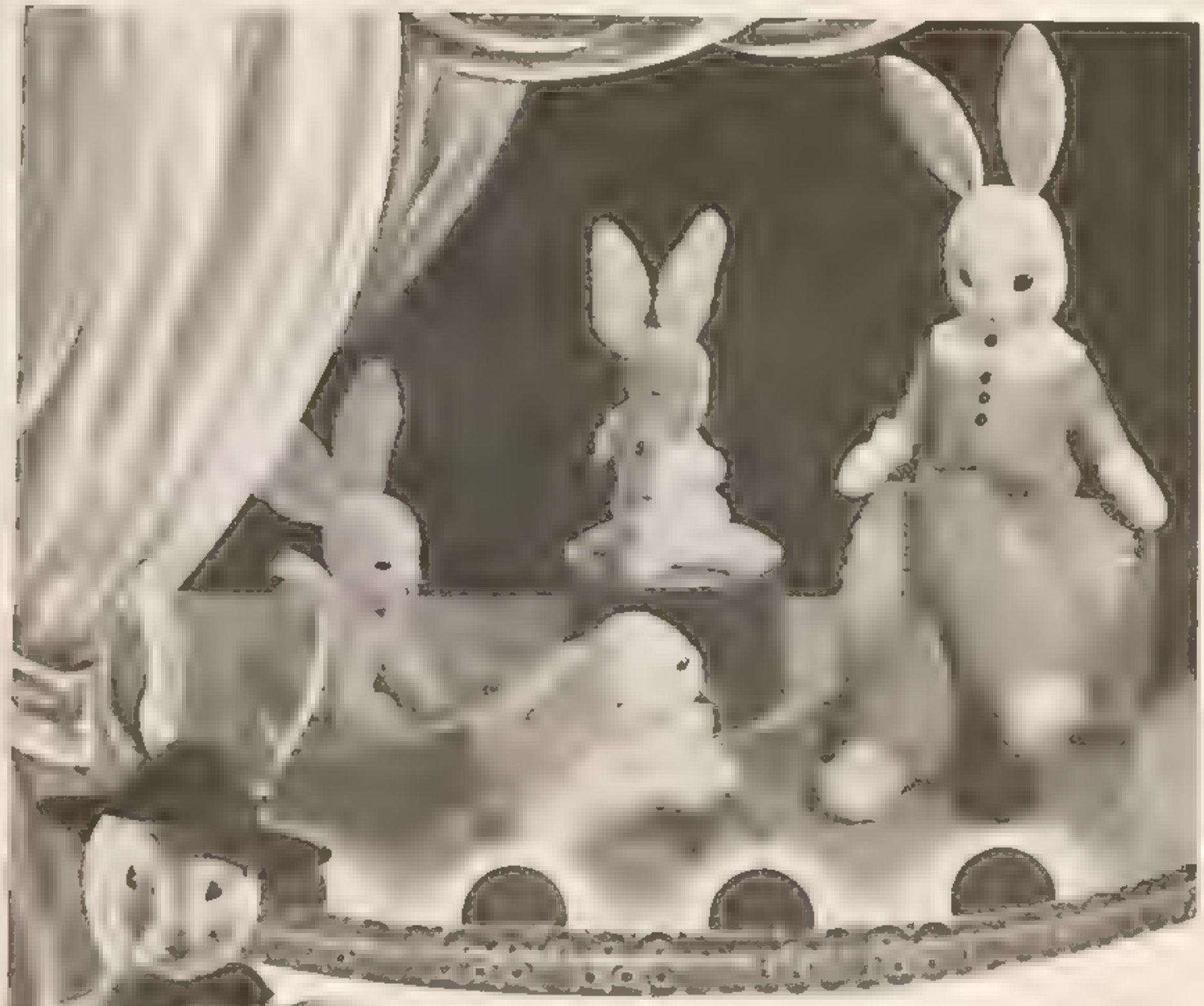
doz E 1777 J Bounc ng Bunn es to ota l at $2 98

Min ship. 1 doz

Store Name

Address

Buye r s Signature Dept



Dorzar Sets the Stage for Easter Sales

Presenting four wondrous new bunnies designed by Dora Zarovich to increase your Easter "box-office" appeal. Visit our showrooms to see the newest additions to Dorzar's famous Easter line — plush bunnies, in sitting, begging and running positions; "Big Bun" our 36" felt rabbit: and, of course, Harvey. You can depend on Dorzar's Easter line for fine sales performance!

DESIGNED BY DORA ZAROVICH
Dorzar

DORZAR TOY STUDIOS, Inc.
352 Fourth Avenue (at 26th Street), New York 10, N. Y.

"SLEEPY HEAD"

Now With Exquisite

PLASTIC FACE THAT'S WASHABLE

One of the biggest sellers of all time is ready for you for 1947 with even greater selling appeal. Discerning mothers will be quick to appreciate the sanitary qualities of the improved Sleepy Head. A sweep of a damp cloth is all that is necessary to cleanse and restore this new Sleepy Head face to its original spic and span brightness. Assorted pastel shades. Suggested retail price, $3.00 and $5.00. Order Now.

Our New Easter Line Now Ready

KNICKERBOCKER TOY COMPANY, Inc.

America's Premier Line of Stuffed Toys

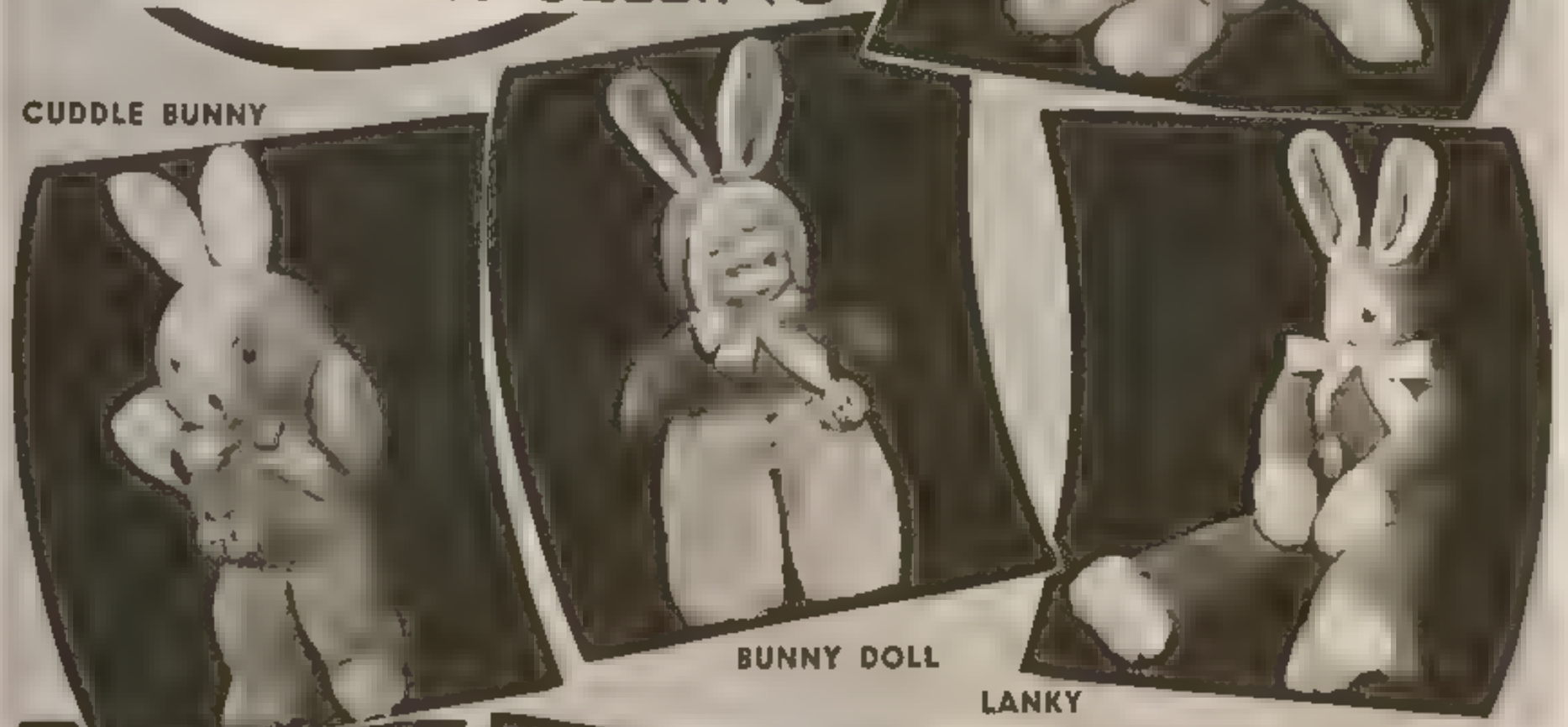
200 FIFTH AVENUE **NEW YORK 10, N. Y.**

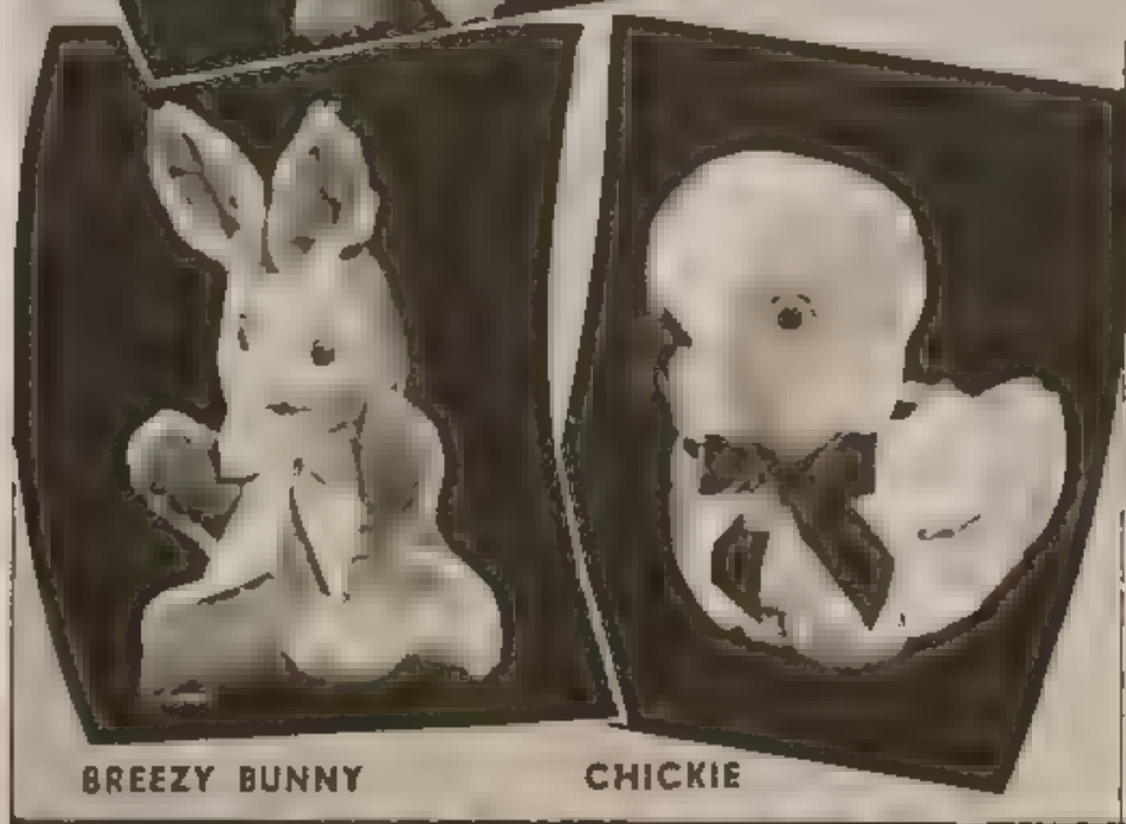
21

From St. Nick's Workshop
Bunnyland Division

Easter Bunnies

FOR EASTER SELLING





Model No	Name	Cost per Dozen	Height	Weight	Gross Wgt	Packed in Cts
47[illegible]	Running Bunny	$6.00	8"	lb	24 lbs	36
47[illegible]2	Running Bunny	24.[illegible]	11"	[illegible] lb	24 lbs.	24
47[illegible]3	Running Bunny	32.00	[illegible]"	1 lbs	[illegible] lbs	12
47[illegible]6	Cuddle Bunny	24.00	14"	14 oz	[illegible] lbs	24
47[illegible]7	Cuddle Bunny	[illegible].00	21"	[illegible] oz	23 lbs	12
47[illegible]8	Cuddle Bunny	4[illegible].00	24"	[illegible] lb 3 oz	24 lbs	12
47[illegible]1	Chickie	[illegible]6.00	6"	[illegible] oz	[illegible] lbs	36
47[illegible]9	Chickie	2[illegible].00	8"	[illegible] lb	29 lbs.	30
47[illegible]3	Chickie	[illegible].00	[illegible]"	1 lb	18 lbs	12
47[illegible]4	Lanky	3[illegible].00	17"	1 [illegible] lb	27 lbs	12
47[illegible]1	Breezy Bunny	[illegible].00	14"	oz	21 lbs.	24
5[illegible]1	*Funny Bunny	2[illegible].00	8"	1[illegible] oz	[illegible] lbs	36
5[illegible]2	*Funny Bunny	[illegible].00	[illegible]"	[illegible] oz	[illegible] lbs	24
47[illegible]0	Bunny Doll	4[illegible].00	[illegible]"	[illegible] [illegible]	[illegible] lbs	12
47[illegible]0	Lanky	4[illegible].00	3[illegible]"	1 [illegible] oz	[illegible] lbs	12
473	*Basket Bunny	1[illegible].00	13"	[illegible]	[illegible] lbs	36

* Not illustrated

St. Nick's Workshop inc.

STUFFED TOY MAKERS

MERCHANDISE MART ROOM 1405-A CHICAGO 54, ILLINOIS

CAST ALUMINUM

REALISTIC TOYS

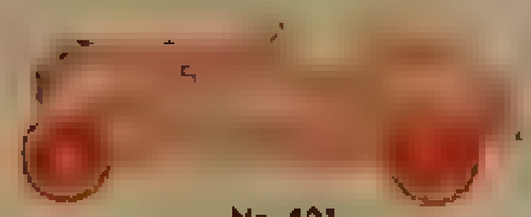
CAST ALUMINUM

No. 201
FLEX CLIPPER
Red and White or
Blue and White or
Trailway colors

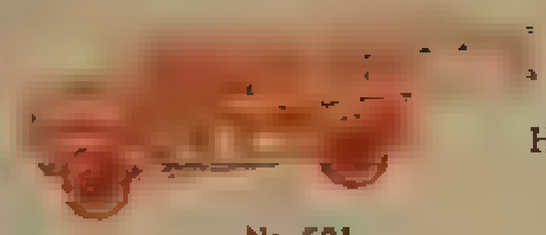
No 301
TRAILWAY ACF BRILL
Finished in Trailway colors,
9¼" x 3" x 2"

No. 101
GREYHOUND SILVERSIDES
8¾" x 3" x 2", finished in
Greyhound Blue and White

The 1947 Toy Sensations!



No. 401
RACER
Bright red enamel or Silver
finish; 5½" long



No. 501
Red Truck—Silver Ladders

HOOK AND LADDER FIRE TRUCK
8½" long, 4" high,
2⅛" wide

501

Freeport Toy & Mfg. Company

BOX 63, FREEPORT, ILLINOIS

THE AMAZING NEW
*steer-o toy

* STEERS BY TILTING THE BODY

The FINEST and most DURABLE toy made!

★ automatic steering unit (16 ga. steel-rivet assembly) . . . heavy plastic body . . . molded rubber seats . . . chrome plated bumpers, hub caps, head & tail light rims . . . rubber tires with whitewall rims . . . 13" long . . . packed 12 assorted colors per carton . . . shipping weight 42 lbs.

manufactured by **STEER-O-TOYS, INC.**
155 N. Ada Street, Chicago 7, Ill.

Represented by

Western—**BURKE-MAYER & ASSOCIATES, INC.**
643 South Olive St., Los Angeles 14, Calif.

Southeastern—**T. F. SANFORD COMPANY**
Hendersonville, North Carolina

Eastern-Central—**A. DARUSMONT & ASSOCIATES**
462 Wood Ave., Cincinnati 20, Ohio

Mid-West—**MASON & HUGGINS, INC.**
4624 North Sheridan Rd., Chicago 40, Ill.

New York—**BLOCK HOUSE, INC.**
1107 Broadway, New York 10, N. Y.

New England—**WELCOME G. YOUNG & SON**
99 Chauncey St., Boston 11, Mass.

Gulf States—**RANDALL CO., INC.**
19 N.W. 20th St., Miami 37, Florida

OTHER TOYS REPRESENTED:

"PERMA SWING & TEETER-TOTTER" • "SHARI-STAK O' BLOX" • "HALLCRAFT" PEDAL TRIKE • "PLAYWRITER" BLACK-BOARD DESK • "CHIEF SCOOTING STAR" SCOOTER • "DYNOTOY MAGNETIC FISHERMEN" • "KIDDIE CADDIE CART" AND GOLF SET • "LITTLE E-ZEE" MECHANICAL PRINTER • "STITCH MISTRESS" CHILD'S SEWING MACHINE

MASON & HUGGINS, INC.

ROOM 204—4624 N. SHERIDAN RD.
CHICAGO 40, ILLINOIS

SUNnyside 10001

REPRESENTING OUR MANUFACTURERS IN THE MIDDLE WEST

CONTACT US IF YOUR LOCAL JOBBER CANNOT SUPPLY

[redacted]

77

Priced to Sell!

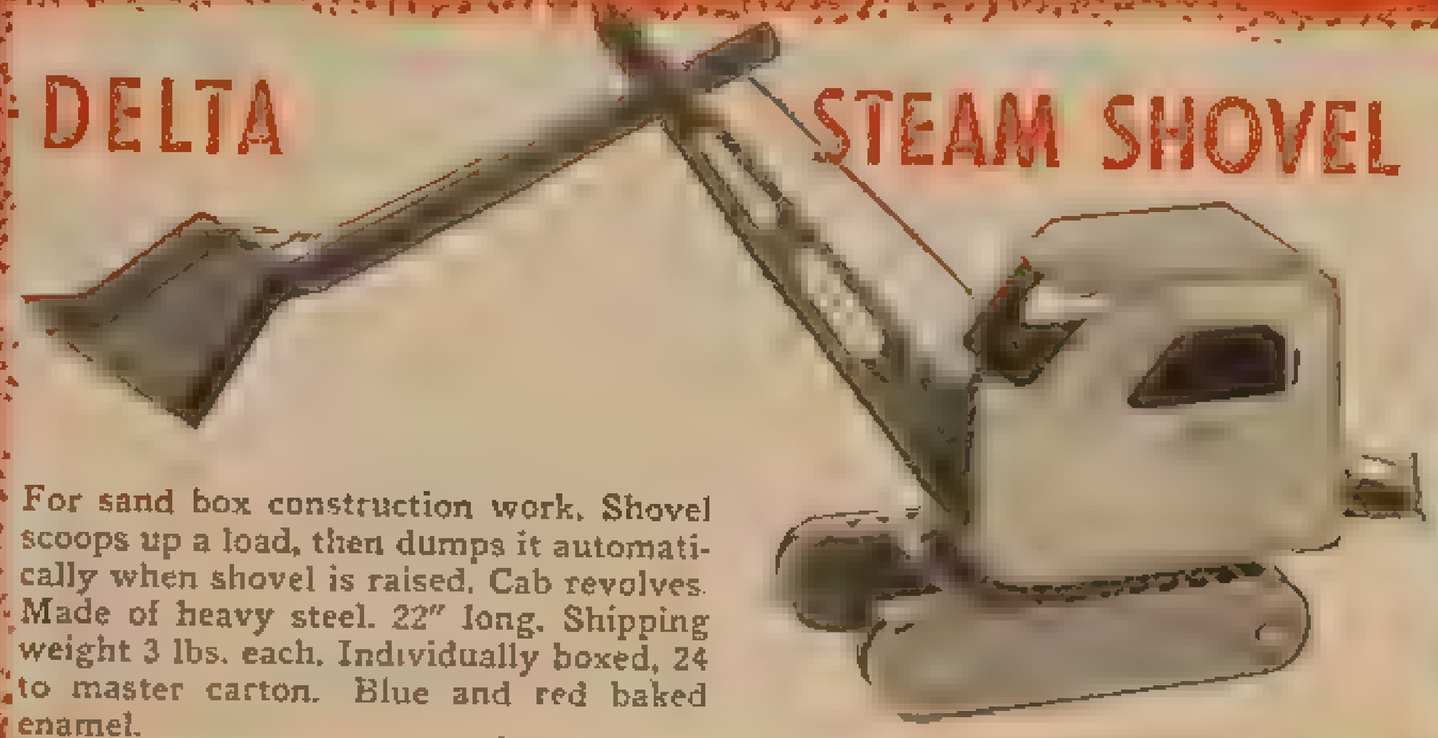
in a price-conscious 1947 market

DELTA BULLDOZER and HOPPER

MODEL 190

A heavy-duty action toy for boys from 4 to 12. The grader is raised and lowered by a conveniently located hand lever which operates freely. The Hopper scoops, hauls and dumps by hand lever. Bulldozer and Hopper are each 11" long. Shipping weight 3 lbs. per set. Individually boxed, 24 to master carton. Blue and red baked enamel

DELTA STEAM SHOVEL



For sand box construction work. Shovel scoops up a load, then dumps it automatically when shovel is raised. Cab revolves. Made of heavy steel. 22" long. Shipping weight 3 lbs. each. Individually boxed, 24 to master carton. Blue and red baked enamel.

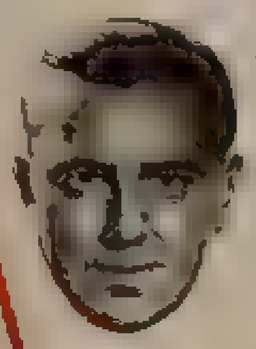
MODEL 200

DELTA DETROIT CORP., 515 Leib Street
DETROIT 7, MICHIGAN

Here's the STURDYBIRD PLAN for 1947...

"We're going to sell Sturdybirds this year . . . a lot of them! In these national magazines . . . total circulation 16,596,617 . . . Sturdybird Toys will be offered to the American Public at full retail price, express prepaid. This completely protects every wholesaler and retailer who takes advantage of our powerful advertising campaign by stocking Sturdybirds this year.

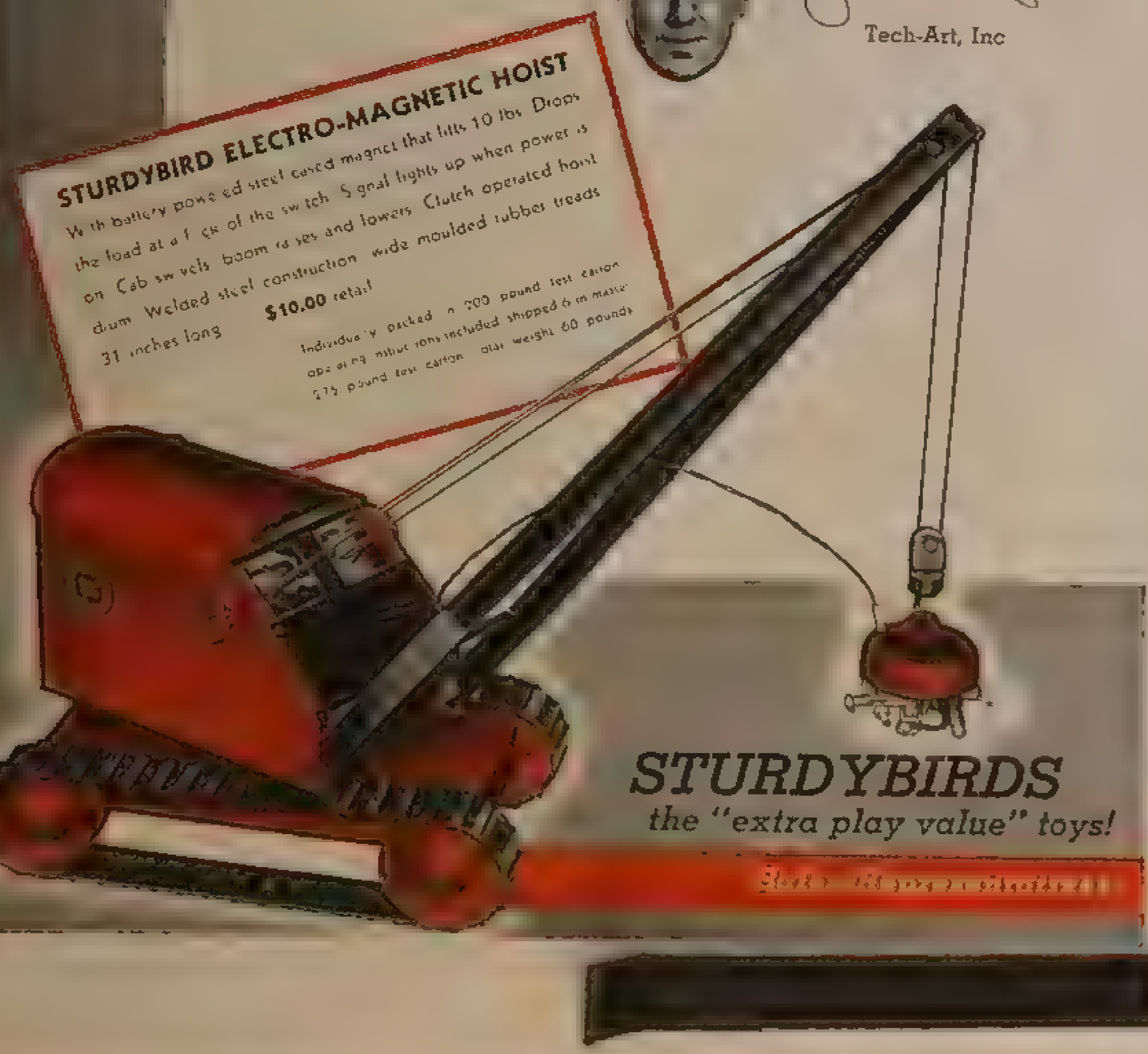
If you are buying, we advise an early order. If not, just keep your eye on Sturdybirds. They're going to make a lot of money for a lot of people "



Yours . . . for a big season

Jack Douglas

Tech-Art, Inc


STURDYBIRD ELECTRO-MAGNETIC HOIST
With battery powered steel cased magnet that lifts 10 lbs. Drops the load at a flick of the switch. Signal lights up when power is on. Cab swivels, boom raises and lowers. Clutch operated hoist drum. Welded steel construction, wide moulded rubber treads
31 inches long
$10.00 retail
Individually packed in 200 pound test carton
Operating motor included. Shipped 6 in master 275 pound test carton. Gross weight 60 pounds

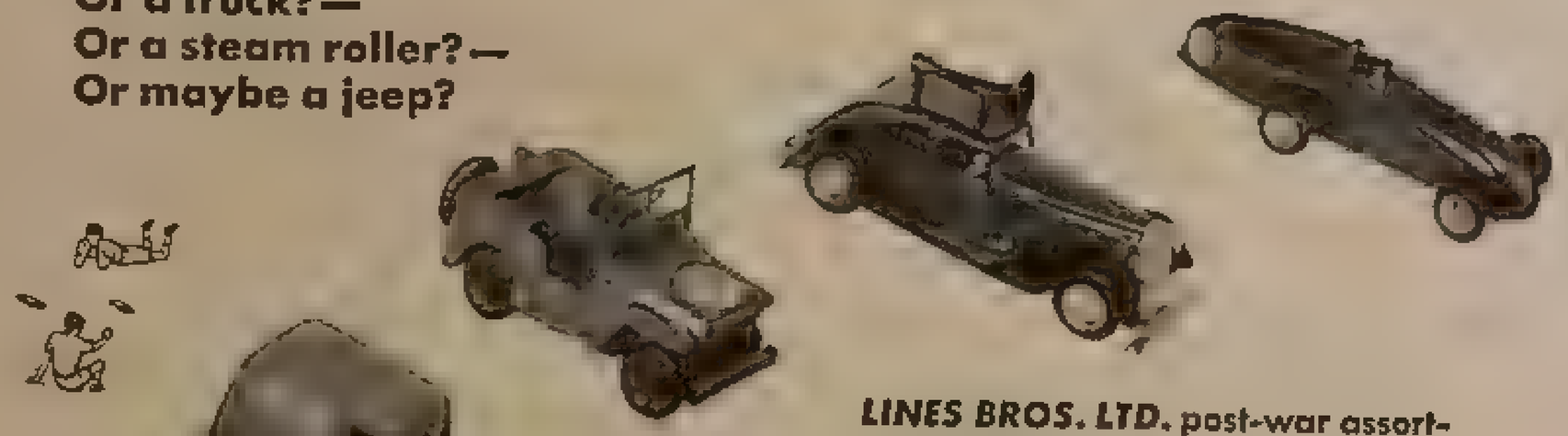
STURDYBIRDS

the "extra play value" toys!

P-s-s-s-t—

WANNA BUY A *HOT CAR* ?

Or a truck?—
Or a steam roller?—
Or maybe a jeep?



LINES BROS. LTD. post-war assortment of ***MINIC*** police cars, jeeps, racing cars, trucks along with many other new types, are a colorful, streamlined reminder that quality mechanical toys are really back and better than ever!

These scale model clock-work toys are built to stand rough treatment and tough going in a playground, a playroom or even in that sand lot down by the corner. Kids love to spend long, thrill-packed hours with ***LINES*** true to life scale models.

These ***MINICS*** are not just wind-ups—they're run by clock-work! That means added realism as they scoot all over and seem to take forever to run down. And don't forget, the name ***LINES BROS. LTD.*** is your guarantee of product dependability, quality and long life.

By the way, Britains Ltd. of London has just sent us lots and lots of cavalrymen, cowboys and Indians, Arabs and British Guards in brilliant parade dress. They're all modeled to scale and ready to go into action for you.

REEVES INTERNATIONAL, INC.
10 EAST 52 STREET • NEW YORK 22, N.Y.

THE NEW 1947
RATTLESTOP
ROAD ROLLER

FEW WENT OUTSIDE OF CALIFORNIA IN 1946

The production schedule for 1947, (100,000 units) will make them available in unlimited quantities.

Acclaimed by every dealer stocking them as the greatest value of the year, we offer you the 1947 Road Roller with the following features.

DURABILITY • A practically indestructable toy

APPEARANCE • A finish which provides almost automatic selling from displays

A NOISE MAKER • Built to satisfy the tots but quiet enough not to annoy the adults

TESTED PLAY VALUE • Out of 10,000 sold as a test, complete satisfaction reported

TESTED SALES VALUE • Introduced in June, 1946, re-orders from enthusiastic dealers absorbed the entire production for the following four months

THE RIGHT PRICE • Dealer after dealer has assured us that it is the bargain of 1947 at 89¢ retail with standard discounts in dozen quantities.

MASON BEALL & HORTON, INC.

MANUFACTURERS AND DISTRIBUTORS OF GAMES AND TOYS

1747-57 PONTIUS AVE., WEST LOS ANGELES 25, CALIFORNIA

Designed FOR YOUNGSTERS

BUILT FOR Strength

Loader Model—47LM

Tractor Model—47PM

SUPER SIX Junior Mechanical TOY TRACTOR and LOADER

A toy "natural" for all junior ages. Fully mechanical—operates with push-pull windup. Super Six Junior is an actual working scale model of the big tractor-mounted Super Six Hydra-Lift used in farm loading operations. Heavy-duty 20-gauge all metal construction—built to withstand hard play. Mounted on sturdy rubber tires. Here's a toy that's made to last.

Super Six Junior performs a variety of play tasks outdoors and in. Scoops up, carries and dumps building blocks, marbles and all kinds of small toys. Trains youngsters to be orderly. Makes picking up playthings fun. An ideal summer toy for the sandbox or at the beach.

Easy to operate, even for two-year-olds. In performing three distinct operations, Super Six Junior helps to develop child's mechanical skill and understanding. Size with loader at carry level: Length—13 inches, height—6 inches, width—5½ inches. Tractor length—8⅝ inches. Available in two models as shown. Standard packaging—6 and 12 to the carton

Dealers

Cash in on the Super Six line of all-metal wheel goods . . . built to a standard and made to last

Represented by

AL MORITZ
1107 Broadway
New York, New York

AL BISSELL
335 W. Madison St.
Chicago, Illinois

LINDSAY-BERGSTROM
209 Mercantile Building
Denver, Colorado

KEN ROBERTS
1355 E. Market St.
San Francisco, Calif.

FRY BROTHERS
2510 E. 39th St.
Kansas City 3, Mo.

SOUTHERN TOY MART
1522 - 3rd Ave. No.
Birmingham, Alabama

Export

LIONEL-ESSEX CORPORATION
15 E. 26th Street
New York, New York

THE SEAL OF SUPERIORITY

SUPER SIX MFG., INC

TOY DIVISION • MINNEAPOLIS, MINNESOTA

[redacted]

SUPER SIX Junior

Smash ALL SEASON Toy Hit

All metal and built to last

ALL METAL . . . BUILT TO TAKE A BEATING

SUPER SIX JUNIOR is an actual working scale model of the big tractor-mounted Super Six Hydra-Lift used in farm loading operations. Appeals to city and rural youngsters alike. All metal construction—the heavy duty 20-gauge steel frame is built to withstand hard play. Here's a toy that's *made to last.*

TURNS CHILDREN'S CHORES INTO A GAME

SUPER SIX JUNIOR appeals to all junior ages . . . a true family toy. Keeps youngsters happily occupied and entertained, indoors and out, the year around.

In the playroom, SUPER SIX JUNIOR will scoop up, carry and dump building blocks, marbles and all kinds of small toys. Trains youngsters to be orderly . . . makes picking up playthings fun.

SUPER SIX JUNIOR performs a variety of play tasks out on the lawn, in the sand box, or at the beach. With SUPER SIX JUNIOR to scoop up grass clippings, pebbles and trash, kiddies will clamor to help Daddy clean up the yard.

DEVELOPS CHILD'S MECHANICAL SKILL

SUPER SIX JUNIOR is easy to operate, even for two-year-olds. In performing three distinct operations . . . loading, lifting and dumping . . . it helps to develop child's mechanical skill and understanding.

DEALERS: Cash in on the Super Six line of all-metal wheel goods . . . built to a standard and made to last.

Represented By

ALBERT C. BISSELL
333 West Madison St.
Chicago 6, Illinois

KEN ROBERTS
Western Merchandise Mart
1355 Market Street
San Francisco, California

LINDSEY - BERESTROM CO.
209-213 Mercantile Building
Denver, Colorado

AL MORITZ
1107 Broadway
New York, New York

THE SEAL OF SUPERIORITY

SUPER SIX SALES CO.

TOY DIVISION • 806 PLYMOUTH BLDG. • MINNEAPOLIS 2, MINNESOTA

109

The NEW GO DEVIL FARMER

NOW IN PRODUCTION

Brand new . . . and a beauty . . . natural lacquered hardwood wagon bed . . brilliant red stake body and wheels Sturdily built . . . durable construction that stands up under tough usage. Designed to thrill its young owners . handles easily. Improvements galore . . noiseless self-lubricating bearings double brace body . . . novel stake body "seat" arrangement

Length—32 inches; width 15 inches Shipping Weight 31 lbs.

SEE this outstanding new GO DEVIL FARMER

Now on display at offices of our representatives . . . or write the factory

EASTERN REPRESENTATIVE. Alfred Hahn, 200 Fifth Avenue, New York City

MIDDLE WEST REPRESENTATIVE: Sam Weiner, 1433 Merchandise Mart Chicago 54, Ill.

SOUTHWEST REPRESENTATIVE: Leo Ungar & Co., 310 N. 11th St., St. Louis 1, Mo.

WHEEL TOY CORPORATION

3218-20 EAST 92nd STREET, CHICAGO 17, ILLINOIS

READY *for* 1947

With More Elaborate — More Varied
Selections Than Ever Of

GENE AUTRY
PISTOL *and* HOLSTER SETS
and COWBOY SUITS

AMERICA'S MOST PUBLICIZED LINE

Featuring The Exclusive Items
Every Youngster Demands

Do Not Fail To See
Our Surprise Line

PLASTIC TOYS - DOLLS
XMAS TREE ORNAMENTS

■

THE
LESLIE-HENRY CO., Inc.

M·A·HENRY CO. Inc.

1107 BROADWAY — NEW YORK, 10 N.Y.

[redacted]

Aim FOR HIGHER PROFITS . . . WITH

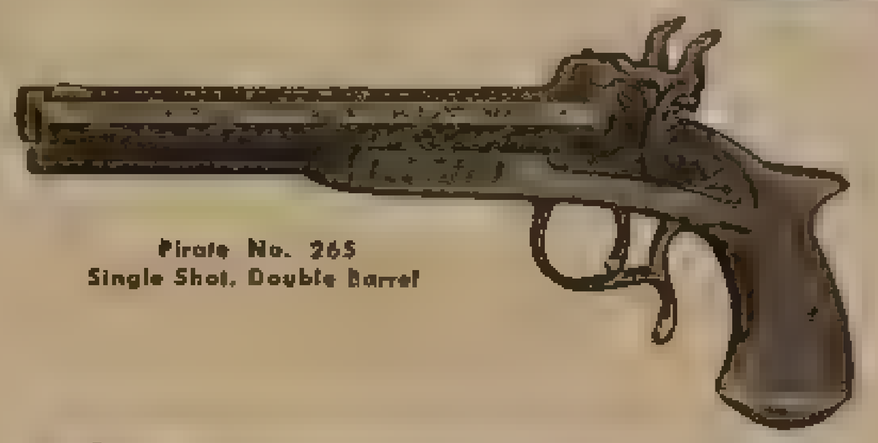
HUBLEY

Metal Cap Pistols

Texan No. 285
Repeating. 10¼" long.

YOU can tell at a glance, the entire line of Hubley Cap Pistols are designed to sell. Realistically reproduced, each model is an exact duplicate of the real thing. Improved mechanism makes them sure-to-fire. Safe and sturdy, parents' approval makes them sure-to-sell. Each pistol is packed in an attractive carton making eye-appealing displays a snap. For the present, this merchandise is on an allocation basis.

Hub No. 211
Single Shot, Automatic Action.



Pirate No. 265
Single Shot, Double Barrel

Army 45 No. 295
Automatic, Gun Metal Finish

THE *Hubley*
MANUFACTURING COMPANY
Lancaster • Pennsylvania

W. H. RHONE in charge of our New York Office and Showroom
Room 324, 200 Fifth Avenue, New York City

E. A. KAHN	WELCOME G. YOUNG & SON	LEO A. SCHERRER
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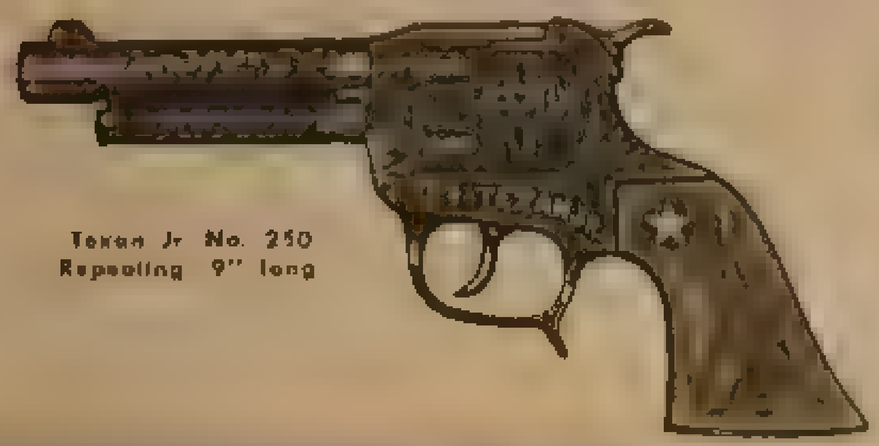
Los Angeles, Calif.	Boston, Mass.	Seattle 7, Wash.

Export Sales Agent: GUITERMAN CO., INC., 35 S. William St., N. Y. C.



Texan Jr. No. 250
Repeating 9" long

Radco No. 218
Single Shot, Automatic Action

PRESENTING

The Big .250 Cal.

AND .175 CALIBER

APACHE

Dual Caliber, Dual Barrel AIR RIFLE

7 COLOR COUNTER DISPLAY CARTON HOLDS 10 M SHOT AMMUNITION CASES 100 SHOTS .250 CAL EACH UNIQUE VISIBLE SHOT SUPPLY IN HANDY CASE.

SPECIAL BUILT IN REPEATER SHOT CASE COMPLETE WITH 100 .250 CAL BALL SHOT FREE WITH EACH APACHE AIR RIFLE

ACTUAL SIZE .250 CAL

Big and powerful, beautifully balanced and accurately rifled, in tempered steel and brass, superbly finished, molded tenite butt and zamak precision breech casting, America's FIRST *Dual Calibered* Air Gun, proved in principle in aerial gunnery and target use, comes to a sport-loving nation direct from thousands of hours of tedious, painstaking, scientific research ready to bring fun and thrills to millions of men and boys throughout the world

Unconditionally guaranteed on a life-time factory service basis, the Apache Air Rifle sports tremendous power, rifled-barrel accuracy, with smashing BIG CALIBER ball ammunition impact for small game or target practice; "fool proof" safety locks; built-in ammunition holder; adjustable sights—AND ITS TWO BARRELS AND DUAL CALIBER MEAN TWO GUN PERFORMANCE AT ONE LOW PRICE!

Length; 36½". Weight 5¼ lbs. Individually Boxed in Display Cartons, Packed Six Per Shipping Case. Weight Per Case 40 lbs

IMPORTANT NOTICE TO THE TRADE

Thanks for a big backlog of orders—thanks for waiting. We wouldn't release until steel brass and other vital raw materials were ON HAND for top quality production. NOW lines are rolling and shipments are being made on a dated schedule. Get your orders in at once—we will guarantee a delivery date

OVER 18 MILLION NATIONAL MAGAZINE ADS TO HELP YOU SELL

NATIONAL *Cart* CORPORATION

AN AFFILIATE OF BURMANS & ASSOCIATES • 234 EAST COLORADO STREET • RYAN 1-6565 • PASADENA 7, CALIFORNIA

[redacted]

Genuine Cap

REG. U.S. PAT. OFF.

GENUINE LEATHER
PISTOL AND HOLSTER SETS

Terrific in 1946 . . .

now better than ever!

NEW 1947 LINE ON DISPLAY NOW!

Come and see these brand new, grand new Pony Boy models! Sure as shootin', Pony Boy's the top line at the Toy Fair—and *your* top line for 1947! Run, ride or fly—we don't care how you get there—but don't fail to see the finest pistol and holster sets in America! Rm. 228, 200 5th Ave., N.Y.

Pony Boy

PISTOL AND HOLSTER SETS

★ ***Genuine Leather Holsters Only!***

★ ***With the Finest Cap and Clicker Guns Made!***

Hits the mark with every American boy!
See the line at 200 Fifth Avenue, N. Y.,
Room 228

Manufactured by

ESQUIRE NOVELTY COMPANY

Office & Factory: 335 WEST 16th ST., NEW YORK 11, N.Y.

Showrooms: 200 FIFTH AVE., Room 228

ERNST KAHN WEST COAST REPRESENTATIVE • 155 S. ALTAVISTA BLVD., LOS ANGELES • 718 MISSION ST. SAN FRANCISCO

3 OUTSTANDING TOY GUNS

that are GREAT VALUES and FAST SELLERS

P-38 TOY CLICKER PISTOLS

The one toy clicker pistol that is guaranteed to click every time. Top quality construction throughout . . . made of heavy quality 22 gauge steel . . . with infra-red baked black satin finish. Large size . . . same as a real gun. A tested and proven fast seller!

SUPER AUTOMATIC ATOM GUN

It's New . . . it's dynamic! A toy gun . . . that shoots with a BANG and a FLASH! Perfectly harmless—the kids have been looking for just this gun! Well made of heavy 22 gauge steel . . . packaged in an attractive colored box.

WESTERN TYPE REPEATING CAP PISTOL

A beautifully designed cap pistol . . . carefully constructed throughout for lots of fun and use. A Western type that looks like the real thing . . . as soon as any boy sees it . . . he'll want one. Individually packaged in an attractive box.

For Further Information on these Fast Selling Toy Guns . . . Write or Wire today—

MELDON BROTHERS CO.

4748 HOUGH AVE. • CLEVELAND 3, OHIO • EXpress 3858

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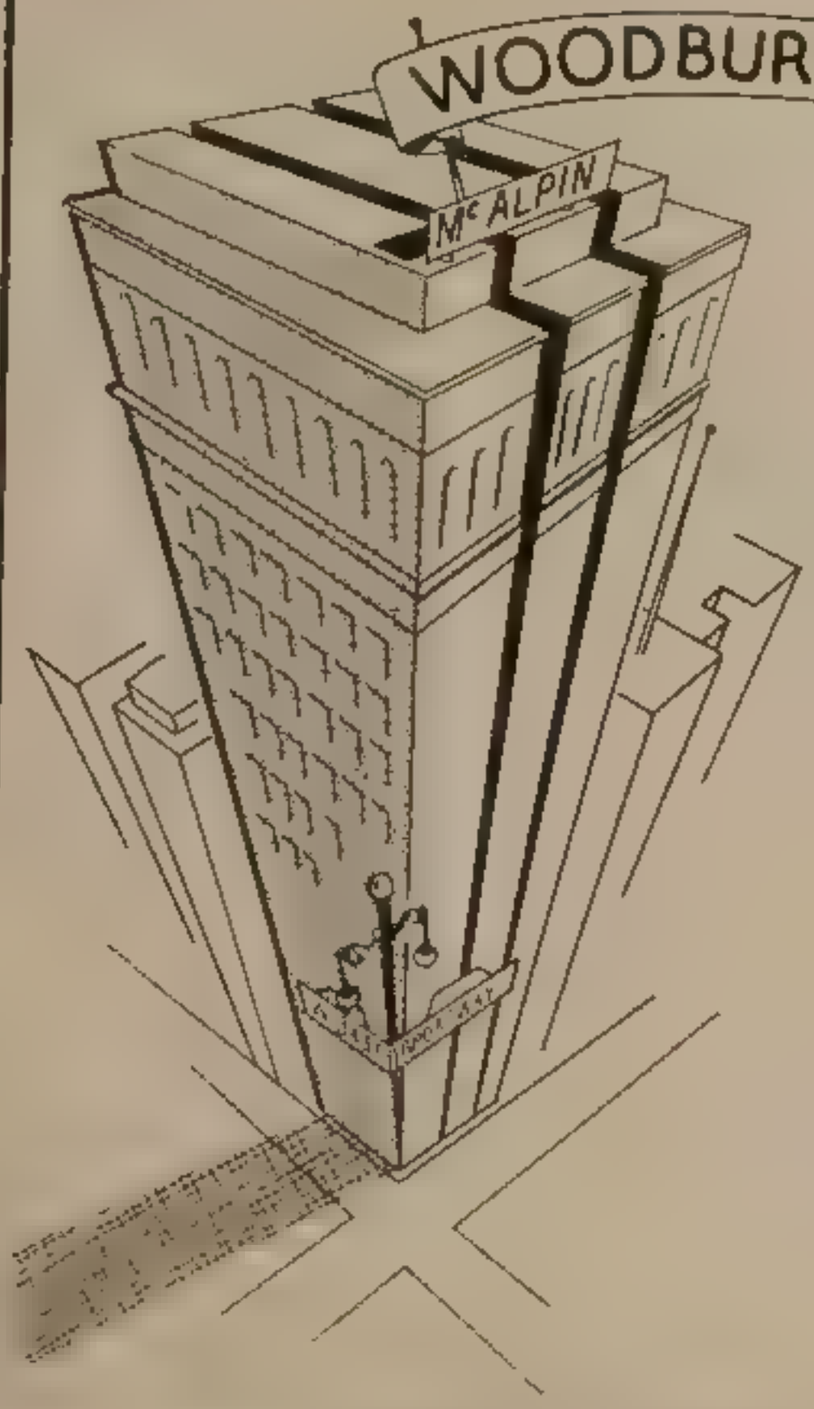


Room 674

McALPIN HOTEL

REPRESENTED BY:

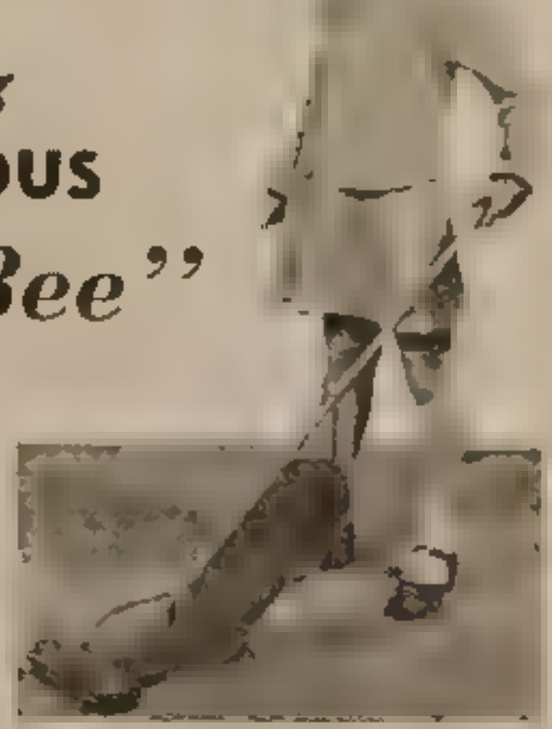
MRS. MILDRED RAPAPORT
MR. JACK SHAPIRO

Featuring

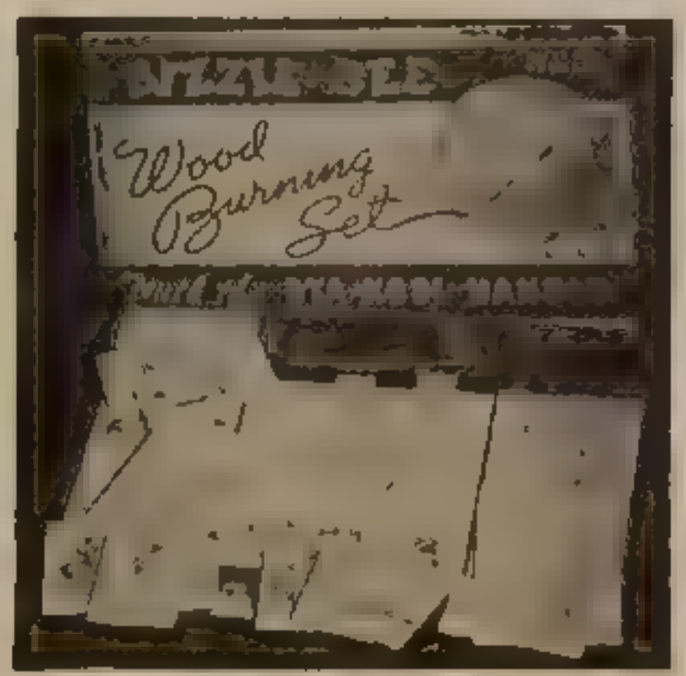
THE FAMOUS

"Bizzie Bee"

Electric Vacuum Cleaner



AMERICA'S FINEST LINE OF ELECTRICAL TOYS
MANUFACTURED IN A COMPLETELY MODERNIZED FACTORY



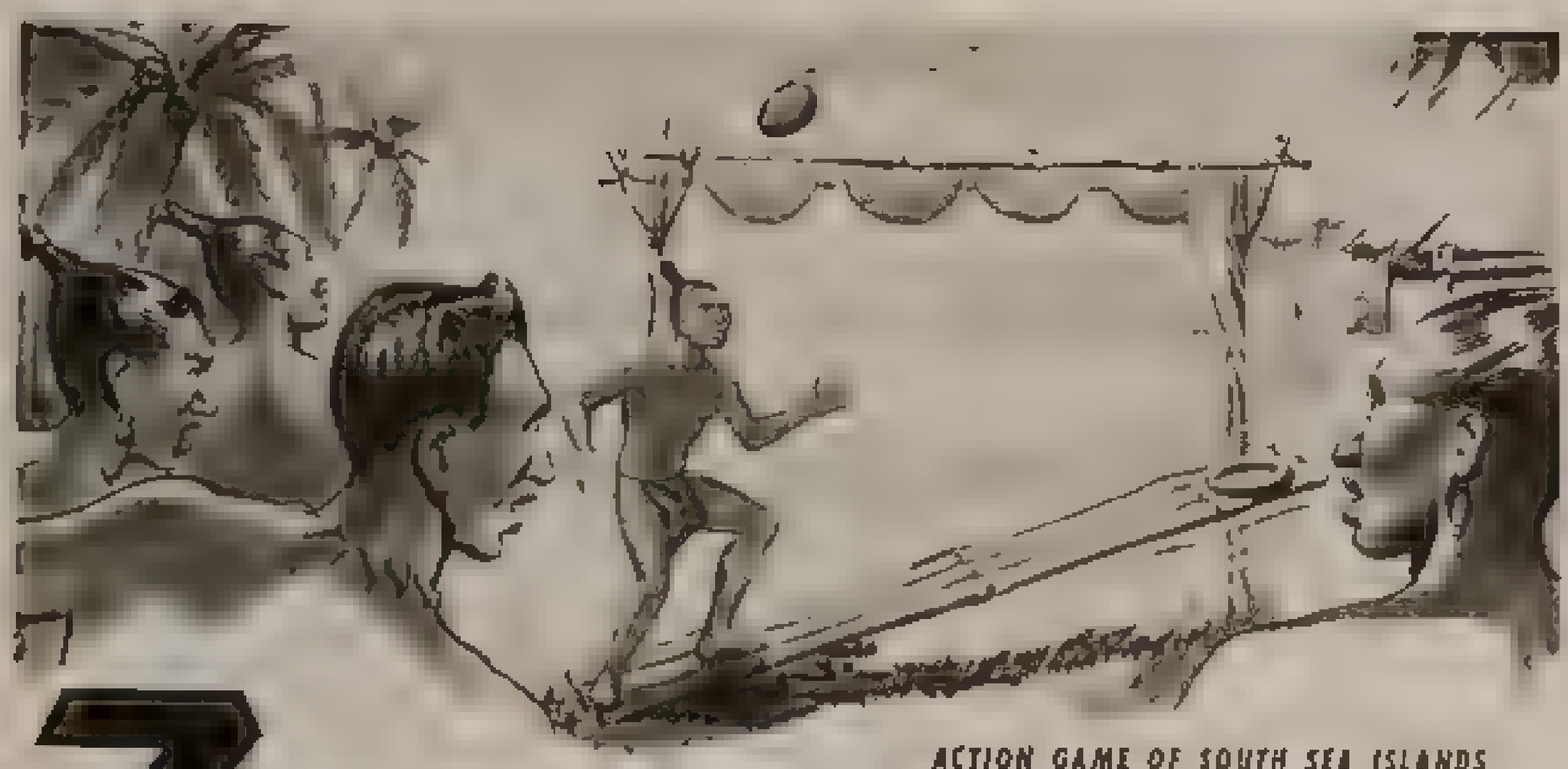
ELECTRIC *Metal* *Casting Sets*

•

ELECTRIC *Wood* *Burning Sets*

WOODBURN MANUFACTURING CO., Inc.

SHOWROOM and FACTORY at 538-40 N. WESTERN AVE., CHICAGO 12, ILL.

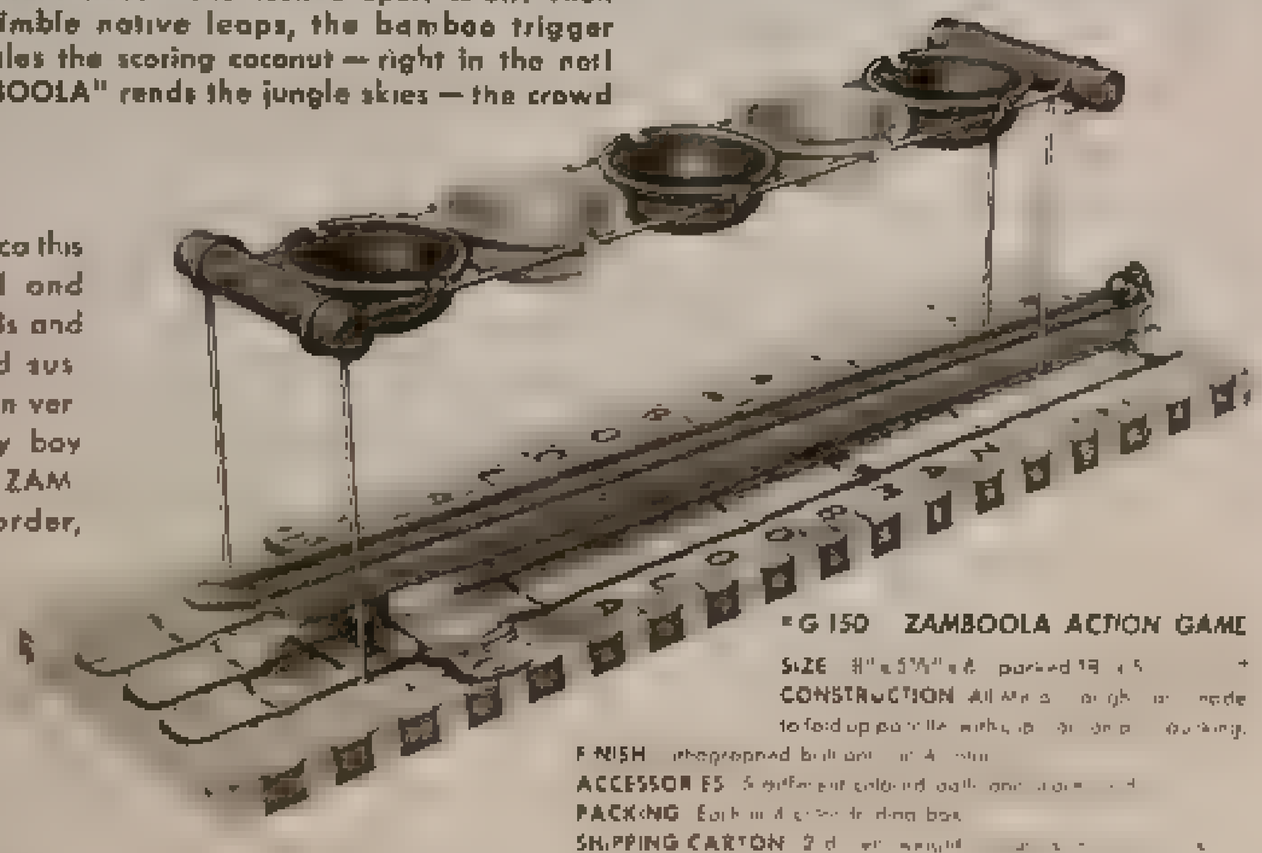


ACTION GAME OF SOUTH SEA ISLANDS

ZAMBOOLA

Tom-toms beat a frenzied tempo. The jungle clearing is festooned in native garb of brilliant hues — the festive sport is on! Then suddenly, an agile, nimble native leaps, the bamboo trigger pivots crazily and hurtles the scoring coconut — right in the net! A frantic cry of "ZAMBOOLA" rends the jungle skies — the crowd acclaims the victor!

Norstar brings to America this furious game of skill and speed, with all the thrills and spills, excitement and suspense of the Polynesian version. No wonder every boy and girl go zany over ZAMBOOLA! When you order, better order big



*G 150 ZAMBOOLA ACTION GAME

SIZE 8" x 5½" x 4" packed 19" x 5"

CONSTRUCTION All wood construction made to fold up compactly with all parts packing.

FINISH Lithographed boards in 4 colors

ACCESSORIES 5 different colored balls and trigger

PACKING Each in a corrugated display box

SHIPPING CARTON 2 doz. per carton weight 50 lbs.

NORSTAR

NORSTAR Corporation

MANUFACTURERS

893-897 EAST 167TH STREET • NEW YORK 59, N. Y. • TELEPHONE DAyton 9 6639 6646

The SALESMAN is a COWBOY—You Betchum!

RED RYDER B C L TTLE BOOKS AND RED RYDER WHITMAN NOVELS SELL OVER 1,000,000 COPIES ANNUALLY
CRACKERJACK MANUFACTURING COMPANY MAKES THE FAST SELLING RED RYDER CARBINE!
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America's Famous Fighting Cowboy

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STEPHEN SLESINGER, INC.

247 PARK AVENUE NEW YORK 17, N Y

CASH IN ON THE CRASH ACTION of the year! by Ideal!

New! trik-truk

the action truck you build to crash!

Patent Pending

BUMP THE BUMPER

CRASH!

IT FLIES APART

It's Child's Play to build again and AGAIN. No tools needed—the parts just SNAP in place—quickly and easily.

Stop'em and Sell'em

with this 4-COLOR DISPLAY BOX . . . with ASSEMB-L-IT platform mounting 8 individual parts. Pop-up cover sets up in a second, sings out for attention. Illustrated assembly instructions printed on package pictures the whole story. Box size—11" x 8" x 1¾".

HEAVY 22 Gauge

AUTOMOBILE STEEL

stands the gaff of repeated crashes

trik-truk can be crashed or rolled — a special lock converts it to a rigid toy

Assemble dimensions—8½" long 2½" high 2¾" wide
Finished in yellow and blue high gloss hard baked enamel
Packed 12 to the master carton, approximately 16" x 11" x 10½"—weight approximately 12 lbs

Suggested Retail Price $1.98 STANDARD DISCOUNTS

Patent Pending Printed in U.S.A.

ON DISPLAY, ROOM 553, FIFTH AVENUE BUILDING, NEW YORK—JOSEPH J. BARNETT

Another toy with "SELF-SELLING" CRASH ACTION

SEE IT! ORDER IT! SELL IT!

NORTHWEST
Future Industries
2216 Second Avenue
Seattle Wash

SOUTH
W. V. McCaw Jr.
86 Dartmouth Ave.
Avondale Estates Ga.

MIDWEST
Walter A. Ahlbrecht Co.
209 South State St.
Chicago Illinois

WEST
G. A. Hoshman Co.
470 Thirteenth St.
Oakland Calif.

MERCURY INDUSTRIAL CORPORATION 50 CHURCH STREET • NEW YORK 7 N Y

NOW the first new toy with CRASH ACTION!

It's Big

CRASHER

THE ACTION TOY YOU CRASH TO ENJOY

FLIES APART ON IMPACT

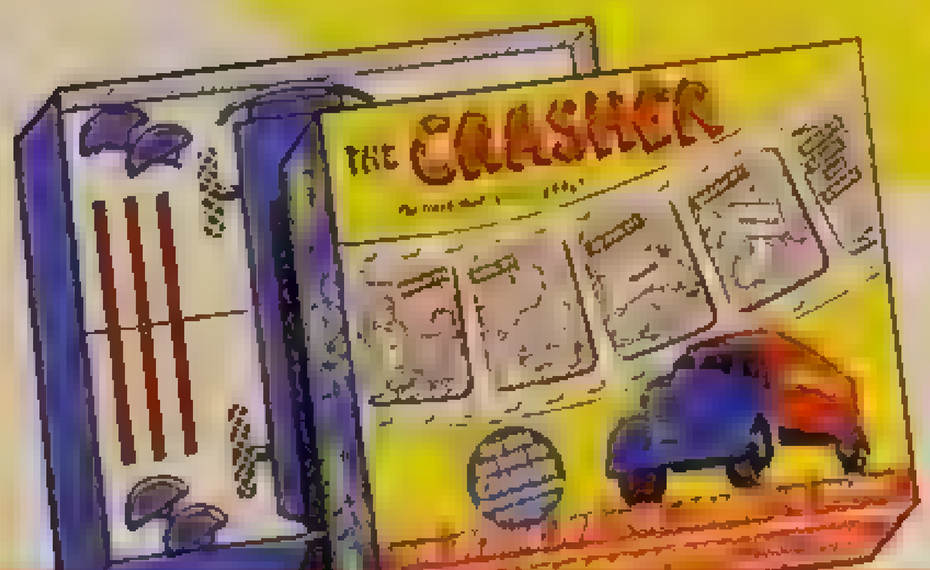
Never before has a toy offered so much dynamic action!

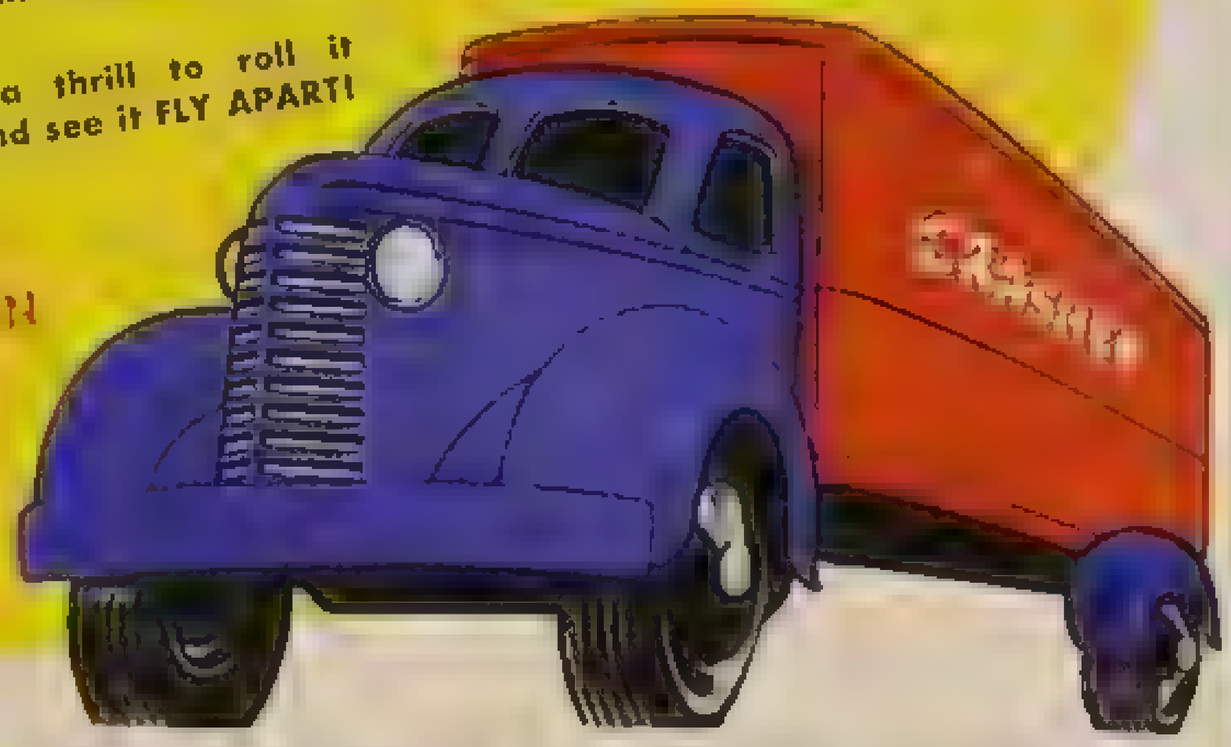
BUILD IT 14 interlocking parts snap into place easily and quickly.

ROLL IT A special lock converts the Crasher into a sturdy rolling truck.

SMASH IT AND CRASH IT What a thrill to roll it bumper first into any obstacle and see it FLY APART!

IT'S CHILD'S PLAY
TO BUILD IT AGAIN AND AGAIN





THE MOST EXCITING NEW TOY OF THE YEAR. AVAILABLE NOW!

Heavy 22 gauge steel construction. Beautifully finished in high gloss red and blue baked enamel with cream trim.

Large balloon type solid rubber wheels

Big truck size—15½" long, 6" wide, 5½" high.

Packed six to master carton — approximately 16" x 18½" x 18½". Weight approximately 33 lbs.

RETAIL $5.95. STANDARD DISCOUNTS

MERCURY INDUSTRIAL CORPORATION

50 CHURCH STREET NEW YORK 7, N. Y.

FIRST WITH THE AIRLINES

United Air Lines' Sikorsky S-51 helicopter carries a useful load of 1,250 pounds; uses a main rotor 28 feet in diameter, with 450-hp. engine; cruises at 80-85 m.p.h.; maximum range 240 miles. "*On the basis of Texaco performance in our Mainliners,*" says J. A. Herlihy, Vice President of United Air Lines, "*our new helicopter is lubricated 100% with Texaco.*"

USE of helicopters for suburban routes feeding into key airports, and for air mail service to suburban areas, is a strong probability for the near future. United Air Lines is to be congratulated on being the first major airline to propose helicopter service.

United has long used nothing but *Texaco Aircraft Engine Oil* for lubrication of the engines of its famous Mainliners. Because Texaco has provided outstanding efficiency and economy in this service, United's new helicopter also uses *Texaco Aircraft Engine Oil* and other Texaco Aviation Lubricants exclusively.

Performance has also put Texaco first with the airlines. In fact —

More revenue airline miles in the U.S. are flown with Texaco Aircraft Engine Oil than with any other brand.

Get Texaco Aviation Products and Lubrication Engineering Service from the nearest of the more than 2500 Texaco distributing points in the 48 States, or write The Texas Company, *Aviation Division*, 135 East 42nd Street, New York 17, New York.

TEXACO Lubricants and Fuels
FOR THE AVIATION INDUSTRY

TUNE IN . . . TEXACO STAR THEATRE presents the TONY MARTIN SHOW every Sunday night. • METROPOLITAN OPERA broadcasts every Saturday afternoon.

LOOK TO "UNIQUE" always FOR THE PEAK
IN TURNOVER and PROFITS

THEY WALK RIGHT OFF YOUR TOY COUNTERS

And Bring Back Satisfied Customers, Again and Again and Again

ACTION GAMES
with FABLE of FLIGHT
MECHANICAL TOYS

1. "LIL ABNER AND HIS DOGPATCH BAND"
2. "SKY RANGERS"
3. "CAPITOL HILL RACER"
4. "UNIQUE PORTABLE TYPEWRITER"
5. "G. I. JOE AND HIS JOUNCING JEEP"
6. "SUPERIORE G. I. JOE MACHINE GUN"
7. "G. I. WALKING JOE"
8. "LINCOLN TUNNEL"

UNIQUE ART MANUFACTURING CO., Inc.

There Is Always a Unique Toy for Every Girl or Boy

1947-8

TOY BUYERS

SAY

UNIQUE

MECHANICAL

ACTION

TOYS

"are made a little better—
—than seems necessary"

WE AGREE HEARTILY

AMI

THE CONSISTENT PROFITS OF THE

TOY MERCHANTS EVERYWHERE

–PROVE IT!

SINCE 1916

THE LEADING

METAL MECHANICAL

TOYS

HAVE ALWAYS

BEEN

UNIQUE

HERE THEY ARE FOR 1947

- 1. "Li'l Abner and his Dogpatch Band"
- 2. "Sky Rangers"
- 3. "Capitol Hill Racer
- 4. "Unique Portable Typewriter"
- 5. "G. I. Joe and his Jeeering Jeep
- 6. "SuperGre G. I. Joe Machine Gun
- 7. "G. I. Walking Joe
- 8. "Lincoln Tunnel

UNITED STATES RUBBER COMPANY

SERVING THROUGH SCIENCE

"BETTY JO" LANDS ON U. S. ROYALS!

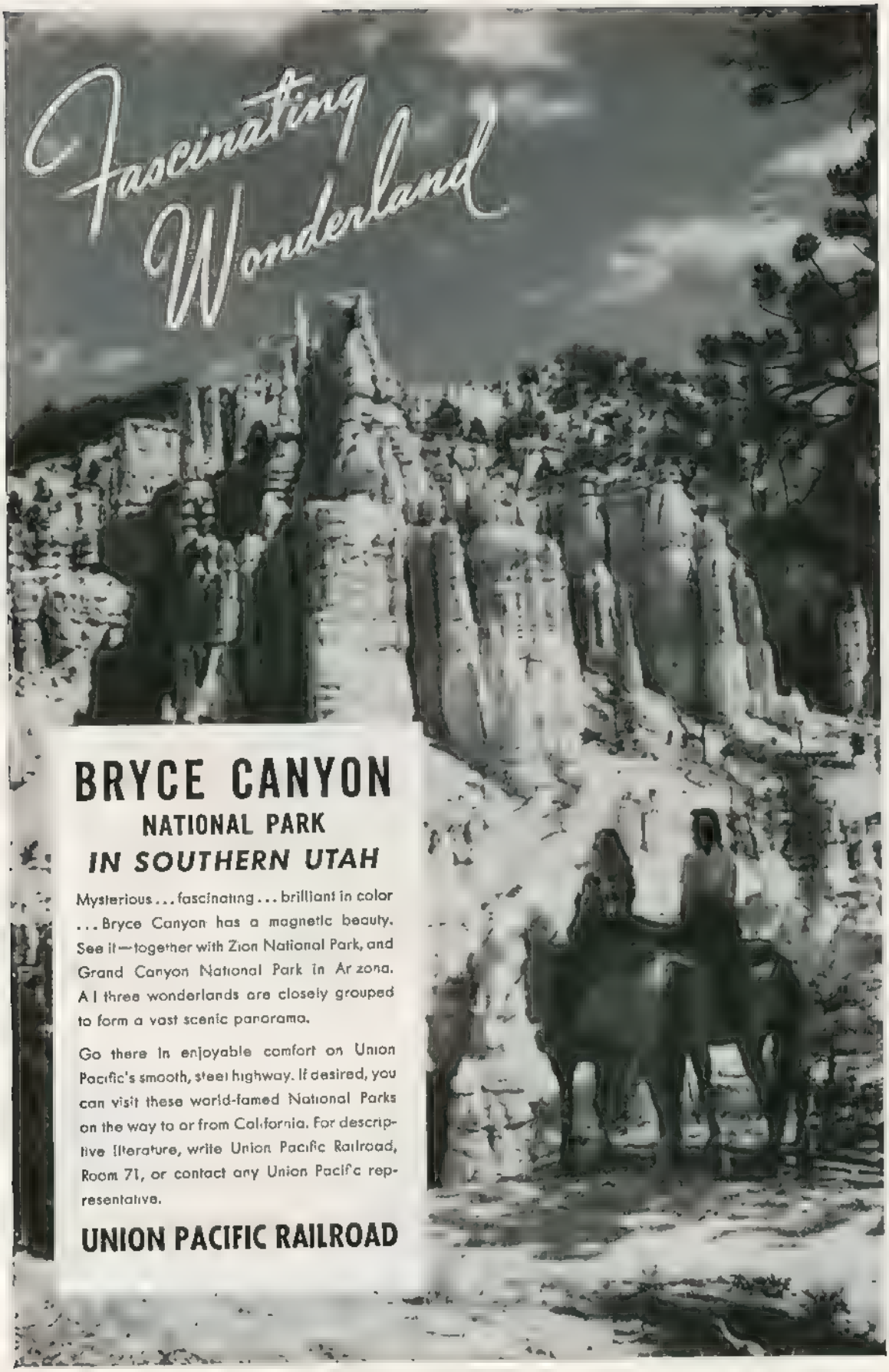
One of the 10-ply U. S. Royal Nylon Tires which brought the "Betty Jo" to a smooth, safe stop.

Landing at La Guardia after a fourteen and a half hour flight of nearly 5,000 miles... setting a new performance record for fighter planes . . . the "Betty Jo", P-82 North American Twin Mustang, rolls smoothly to a stop on the U. S. Royal Nylon Tires which safely supported her 14 ton take-off from Hickam Field.

U.S. ROYAL AIRCRAFT TIRES

6600 EAST JEFFERSON AVENUE
DETROIT 32, MICHIGAN

5675 EAST ANAHEIM TELEGRAPH ROAD
LOS ANGELES 22, CALIF.



BRYCE CANYON

NATIONAL PARK

IN SOUTHERN UTAH

Mysterious . . . fascinating . . . brilliant in color . . . Bryce Canyon has a magnetic beauty. See it—together with Zion National Park, and Grand Canyon National Park in Arizona. All three wonderlands are closely grouped to form a vast scenic panorama.

Go there in enjoyable comfort on Union Pacific's smooth, steel highway. If desired, you can visit these world-famed National Parks on the way to or from California. For descriptive literature, write Union Pacific Railroad, Room 71, or contact any Union Pacific representative.

UNION PACIFIC RAILROAD

A California trip usually is an event in one's life . . . so plan to enjoy every minute from the time of departure until your return. Go the restful, carefree way—by train by Union Pacific...and arrive fresh as an ocean breeze.

Union Pacific offers a variety of Pullman accommodations; also reclining coach-seats for money-saving travel. For complete comfort to and from the Golden State . . . *be specific—say "Union Pacific."*

Union Pacific Railroad,
Room No. 52, Omaha 2, Nebr

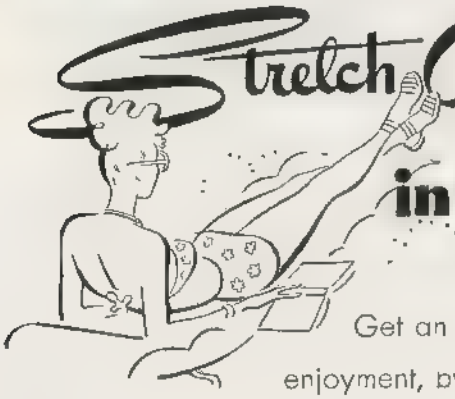
I am planning a train trip to California. Please send further details.

Name _____

Street _____

City _____

State _____



Stretch Out Your Summer in CALIFORNIA

Get an extra share of healthful sunshine, plus enjoyment, by visiting California in late fall or winter.

Go the way of relaxation—by train. The smart Streamliners "City of Los Angeles" and "City of San Francisco" provide the utmost in travel comfort. A restful journey on one of these smooth-riding trains is like a vacation in itself.

• • •

Write for illustrated California booklet. It's free! Address Room 110, Union Pacific Railroad, Omaha, Nebraska.

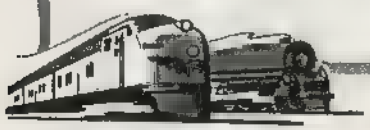
UNION PACIFIC RAILROAD

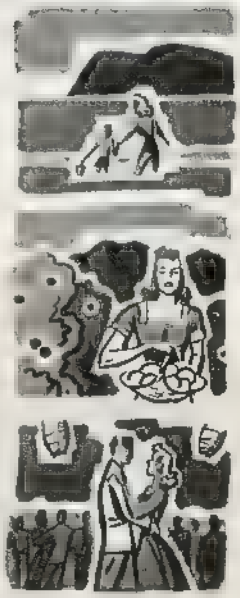
ROAD OF THE Streamliners

THE ROMANTIC CHARM OF *California*

When visiting the Golden State, don't miss seeing the time-mellowed Spanish Missions. You'll be intrigued by their romantic histories . . . find them to be a charming contrast to other attractions such as the sandy beaches, picturesque golf courses, quaint foreign sections and colorful, cosmopolitan night life. A world of beauty and enjoyment awaits you in California.

Go there in restful comfort—by train. Union Pacific's *daily* Streamliners provide spacious, smartly appointed accommodations. Also other fine trains to meet your requirements. Write for free California booklet, beautifully illustrated. Address Room 124, Union Pacific Railroad, Omaha 2, Nebraska.





UNION PACIFIC RAILROAD

Road of the Daily Streamliners

DYDEE BABY
CANDY KID
SATIN SKIN BABY
LITTLE LADY
SWEETIE PIE
DOCTOR SETS
NURSE SETS

ALL
EFFANBEE
Quality

See our wonderful
Assortment of Dydee Babies

EFFANBEE DOLL CO.

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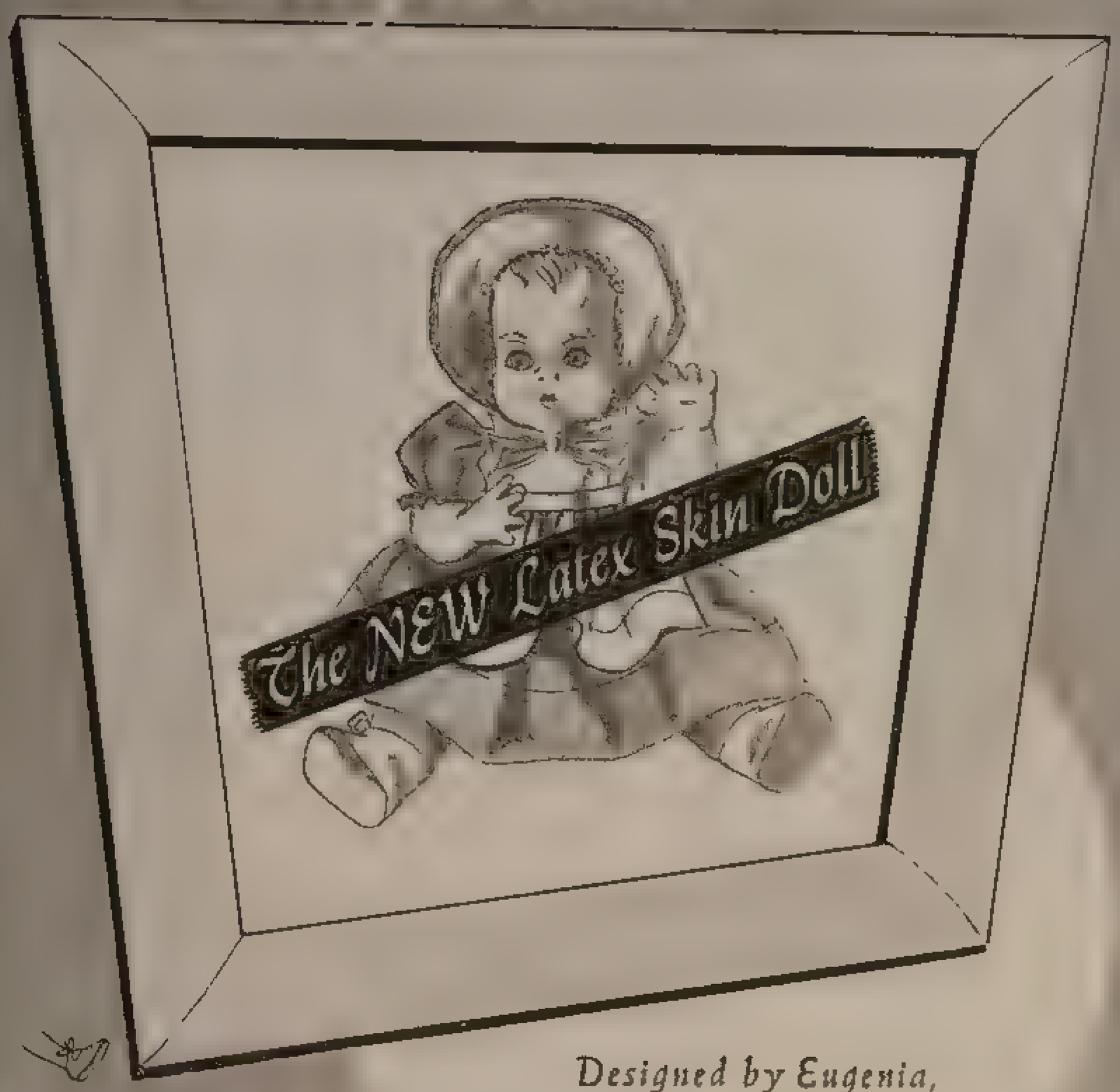
[redacted]

PREVIEW PRESENTATION *by*



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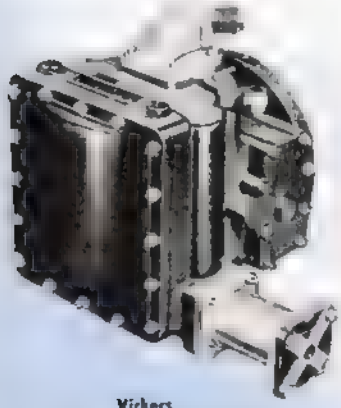

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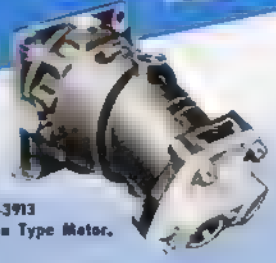
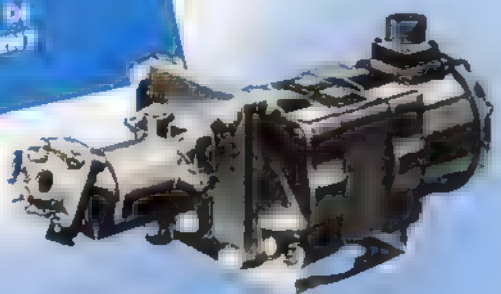


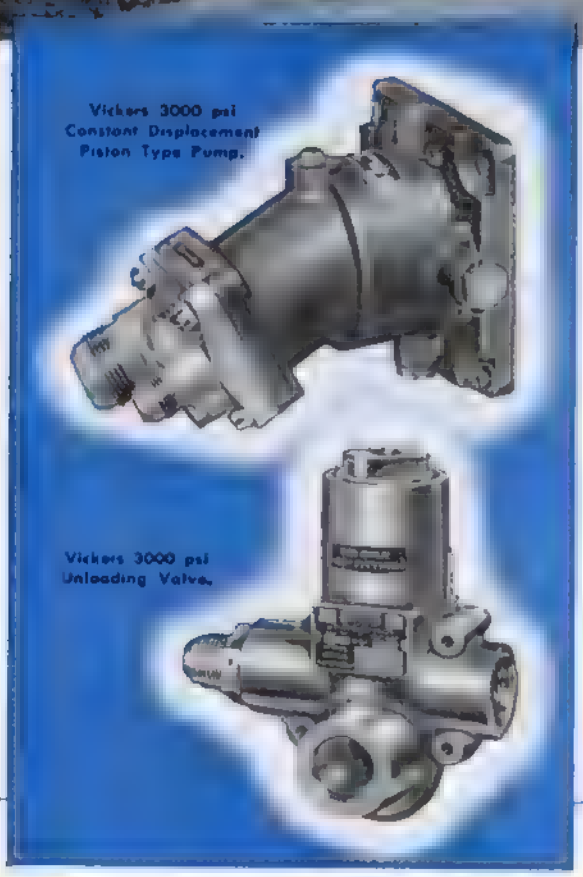
Vickers Series MF-3913
Constant Displacement Piston Type Motor.



Vickers Series AA-19020 Motorpump.

The DC-4's used by PCA Capital Airlines

Have VICKERS 3000 psi HYDRAULIC EQUIPMENT



Capital Airlines use the Vickers Units shown at the left in the 3000 psi hydraulic system on its DC-4's.

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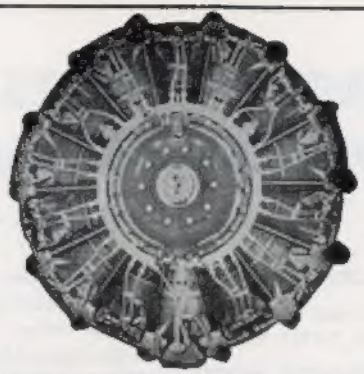

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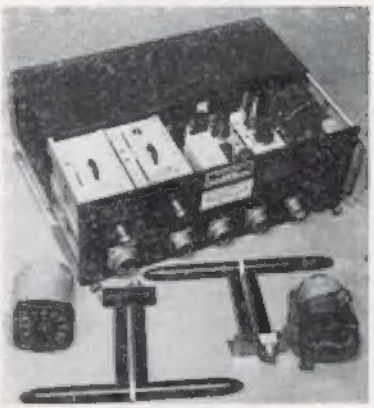

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